

The Analysis of Performance Sub-Publishing of University in Central Java as the Development of Teaching Material in Editing Course

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Abstract—Editing course aims to create educated workforce as editors who are a creative worker of publishing industry. There is an opportunity in the open creative industry and the urgency of providing human resources as a creative worker is a challenge. Internally, there must be strengthening effort from the academic side with the development of teaching material. Sub-publication in every university is one of the stakeholders that can be used as a reference source in the development and enrichment. The diversity of publishing specifications currently happens in-depth study. The issues study in this research is how is the flow performance of the sub-publication of university in Central Java? This study use qualitative descriptive design. The samples of the study were Muhammadiyah University UMS Surakarta Press, UPT of PGRI Semarang University Press, and Business Development Agency of Unnes Press. In conducting this study, the researcher use in-depth interview and observation. The data analysis technique takes flow model of analysis. The results of the study show that 1) the system of receiving manuscript used independent line and procurement line of textbooks program; 2) manuscript feasibility standards include free plagiarism, a minimum of 200 sheets, on time, and through the editing process; 3) editing method focus on language errors (words and punctuation); 4) publication workflow starting from the manuscript received to the publisher, checking, copyeditor, layouter, confirmation, ISBN submission, printing; 5) do not use proofreader service; 6) sales cooperation with the profit sharing system. The result of the performance analysis was followed up as input for the preparation of teaching materials for editing course.

Keywords: Sub-publishing of University, Editing Teaching Material

I. INTRODUCTION

Publishing is an activity of managing information and imagination to create creative content that is written in the form of writing, images, audio or a combination. Creative content is produced to be consumed by the public through print media, digital, or networking (online).

University as the part of the intellectual crater must take a role in the development of the creative industry, in this case, it focus on plays a role in terms of education or training, especially the publishing creative industry. One of the contributions is editing course. Editing is an important part of the publishing industry. This course aims to create educated workforce as editor, who is creative worker in the publishing industry except to author, illustrator, layouter, and designer.

There is an opportunity in the open creative industry that is wide-open and the urgency of providing human resources as creative worker is a challenge. Internally, there must be strengthening efforts from the academic side, and one of them is the development of teaching materials. During this time, editing lecture enrichment books have not been found in Indonesia. As for the textbooks itself, it is still minimal, even there is nothing that can be a complete reference for lectures. Externally, there needs to be effort to provide infrastructure, for example: collaboration programs with stakeholders, one of them is by using sub-publishing in the university.

Every sub-publication has a different publishing flow performance. This is normal, because there are no specific standards or operational standards for the performance procedures of university sub-publishing. The diversity of publishing specification, it encourages the researcher to conduct in-depth analysis of the flow of sub-publishing performance in the university in Central Java. The results of the analysis will be very useful for strengthening the input for developing teaching materials for Editing course, especially as an enrichment material because the sub-publishing of university is one of the users (outputs) of Editing.

Based on the above background, the issues study in this research how is the flow performance of the sub-publishing of university in Central Java? This study aims to explain the performance flow of the sub-publishing of university in Central Java. The result of this study is expected to contribute in optimizing the preparation of teaching materials for Editing course.

II. LITERATURE REVIEW

Publishing house comes from the publish word, while printing comes from the printing word. European Commission and Skillset Assessment UK (2009) stated that publishing house is a process of production and dissemination of information in the form of books, magazines, newspapers, etc. in print and electronic versions with a focus on creating content for consumer. The printing is a process to reproduce text and images, including supporting activities such as bookbinding, disk service, and data imaging with a focus on reproducing content in the form of media.

Pambudi (1981) explained that publishing activity as activities that publish to the public, present to the public, words and images have been created by creative souls, and then edited by editor for later duplication by the printing department. In Indonesia, we recognize publishing and printing as one of the creative industry sub-sectors that need to be understood further by its definition and scope in accordance with the context and its development.

Ideally, publication workflow in stages are as follows a. author's draft text, b. editing decisions, interior design preparation (page), c. editing process of the manuscript, d. cover page design, e. preparation of images / illustrations / photos, f. proofreading, g. printing, h. distribution to bookstores (offline) and i. online bookstore. In detail, the publication workflow is shown in the following figure.

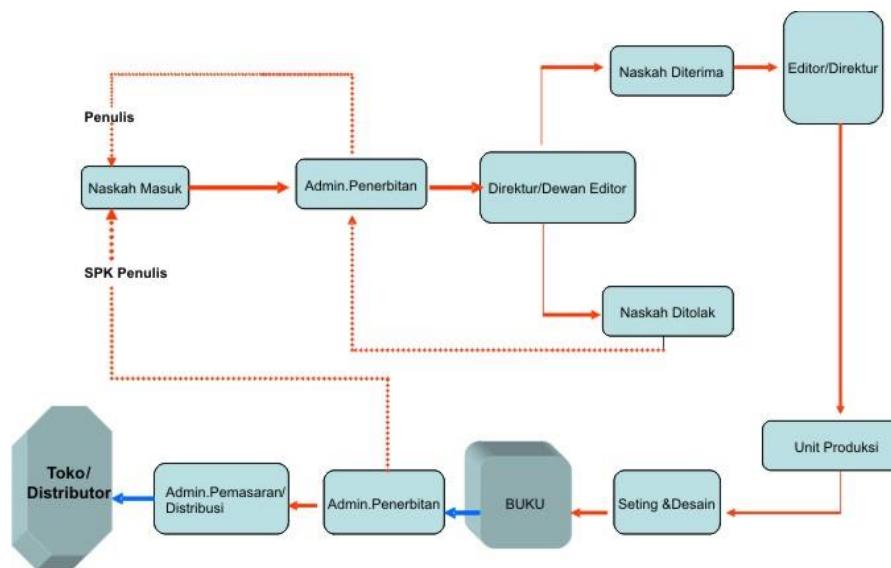


Figure 2.1 Publication Workflow

(<https://mustprast.wordpress.com/2012/11/16/dapur-editor-buku-1/>)

III. METHODOLOGY

This study used a qualitative descriptive research design. This study tried to describe the state of the object of research based on the facts found as it is. Descriptions of the results of the analysis included the flow performance of the sub-publishing of university in Central Java. The research stages include 5 (five) main activities, namely the preparation stage, theory collection, data collection, data analysis, and report preparation.

The research subject is the performance of the sub-publication of university in Central Java. The research was held at the sub-publishing office of university in Central Java. The samples of this research were Muhammadiyah University UMS Surakarta Press, UPT of PGRI Semarang University Press, and Business Development Agency of Unnes Press.

Research instruments in the form of interview and observation guideline. Interview guideline is prepared to facilitate the digging of information from research sources. There are 6 (six) questions asked related to the publishing flow performance. In addition, observation of publishing documents is also used to generate information received from research sources. Observation focused on documents for acceptance and selection of manuscripts, drafts of employment contracts with author, marketer (bookstores), proofreaders, work organization structure, corrective mark sheet, along examples and prototype of publishing product.

The data analysis technique used is flow model of analysis, in which there are four components, namely data collection, data reduction, data display, and conclusion drawing with verification. The four components are intertwined and carried out continuously in the data collection process.

IV. FINDINGS AND DISCUSSIONS

The results of the study describe the flow performance of university sub-publication. The flow performance is described based on a) manuscript acceptance system, b) manuscript feasibility selection and determination, c) editing method, d) flow performance, e) use of proofreader services, and f) form of cooperation with book marketer. In detail, the results of the study are:

First, the manuscript acceptance system at the sub-publication of university in Central Java includes 2 (two) pathways, namely a) independent line, where the author with his/her own desire will send the work in the form of a draft (raw manuscript) to be considered published and b) procurement line of textbooks program, where the university facilitates the overall printing costs. Document in the form of publishing schemes are also available.

Second, the feasibility of the manuscript published by the sub-publishing of university in Central Java must be free of plagiarism (a maximum of 20%) with Turnitin as a plagiarism detector, having a minimum page number of 200 sheets, completed within the specified deadline, through the language editing process or layouter. The determinants of eligibility manuscript are the head of publishing institutions and publishing managers, as well as language editors, and layout managers. Document in the form of a work contract (especially a work contract with the author from the Teaching Materials Program line) are available.

Third, the editing method used by the sub-publishing of university in Central Java focused on language errors (words and punctuation), besides that the editing pattern also immediately corrects if any errors are found. Document in the form of corrective mark sheet did not exist.

Fourth, the flow performance applied by the sub-publishing of university in Central Java is quite diverse, in detail the publishing workflow starts from the manuscript received by the publisher from the author, then there is a check whether the manuscript requires an editing process, if necessary then it will be directly submitted to the copyeditor, but if it assessed without the need for an editing process, it is immediately submitted to the layouter. The manuscripts will be confirmed to the author, so that checking is maximal, while the ISBN submission process is carried out. After checking the final manuscript draft is complete, the printing process is carried out. Some printing processes under printing are designated by sub-publishing, some authors print independently. Documents in the form of work organization arrangements exist.

Fifth, the use of proofreader services is not implemented by the sub-publishing of university in Central Java. From known sources, sub-publishers used proofreader services several times, but often did not use it. There is no document in the form of a work contract with proofreaders.

Sixth, the form of cooperation with the marketer or bookstore applied by the sub-publishing of university in Central Java is dominant in the profit sharing system between publisher and authors. From the informant, it was also known that sometimes there was an agreement to cooperate with the author with a break-sell system. Sub-publishing have already had their own bookstore, and then market to the internal bookstore with a profit sharing system of 20%. Document in the form of draft cooperation with marketer or bookstore, there are sub-publishing that prepare, some are not there.

The results of the above research support the enrichment of teaching materials for editing materials. The comparison between editing theory and the real conditions of publishing is in the following discussion.

The manuscript acceptance system of the sub-publishing of university in Central Java with an independent line is in line with the theory of various publishing texts based on the source, which includes spontaneous manuscripts, translations, editors, orders, competitions, and cooperation. The independent line applied by the sub-publishing of university is essentially the same as the variety of spontaneous manuscripts, namely the acceptance of manuscripts which are fully sourced from the author. Many considerations are certainly owned by the author when deciding to enter his work into a publisher. Some considerations are usually used such as the publisher's vision and mission, the accountability of publisher, the infrastructure obtained, and the payment system offered. The manuscript acceptance line through the procurement of textbook programs is in line with the theory of various publishing texts based on their types, which include nonfiction, general textbooks, education levels, scientific fields, and scientific-non-scientific fields. The procurement of textbook programs that are implemented by the sub-publishing of university is essentially the same as various general textbooks. Although, it is a teaching material, textbooks intended for students are included in the type of college book that has no standard curriculum.

The advisability of manuscript focused on editing linguistics by a sub-publishing of university, it is incomplete based on the aspect theory edited from manuscript. The essence of being ready to be published or ready for printing should be the editing process through substantive editing, language (mechanical editing), graphics, presentation patterns, and the integrity of the manuscript. Seeing at the results of the study, respondents conveyed that when there was an error in the text, the editor revised immediately. From this understanding, it means that the editing method that is done is on screen editing. This is found in the material of the editing method in the Editing course, which mentions there are 2 (two) ways of editing, namely on screen editing and manual editing.

The publishing flow performance applied by the sub-publishing of university in Central Java can also provide understanding and enrichment related to the editing flow theory. Essentially, it is appropriate when compared. Theoretically, the plot starts from the acceptance of the manuscript (depending on the variety of source texts), and then considered by the editor. The main consideration is about the content of the manuscript. If it does not qualify, the text is possible to be returned to the author through an official notification with reason. If it passes, the manuscript will enter the mechanical editing process carried out by the copyeditor. Then, the manuscript is given a cover, layout, and filing of the ISBN. The manuscript is then made in dummy or proof form. Then, the publisher prepares the first reader or proofreader to "test" the readability of the book. If there needs to be a revision based on the proofreader suggestion, the manuscript will be submitted to the copyeditor, otherwise it will enter the printing process. The next process is checking the quality of quality control and continuing publication and marketing.

The agreement system regarding the rights granted to the author usually depends on the agreement at the beginning. Usually publisher offer several choices. Dominant author write a profit sharing system or are purchased broken by the publisher. Especially for the sub-publishing of university, it is usual for the textbooks to be worked on to choose stakeholders, the dominant lecturer in the university. In general, sub-publishing have already had a market plan for the products that are published. For marketing, several sub-publishing has internal college bookstore or is starting to be planned through digital sales.

V. CONCLUSIONS AND SUGGESTIONS

Conclusions and suggestions based on the results of the research and discussion are:

- A. Flow performance is described based on a) manuscript acceptance system, b) the selection of manuscript and determination eligibility, c) editing methods, d) flow performance, e) use of proofreader services, and f) forms of cooperation with book marketer.
- B. Comparison between publishing theory and flow performance in the field (real) gives a lot of input as supporting material for the preparation of textbooks for editing course.
- C. In addition to sub-publishing of university, it is hoped that the research will continue on the performance analysis of public publishers to get more in-depth input.

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