

Bahan Kuliah Penerbitan dan Distribusi Buku

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Perlunya Mata Kuliah PDB

Buku ada untuk dan karena:

- Peraihan manusia masa depan.
- Data terekam berupa artikel, buku, video, dll
- Pengorganisasian informasi.
- Temu kembali informasi.
- Pengetahuan direkam : tertulis, tercetak, terdigital, terlukis, tape.

BUKU

- Pengorganisasi informasi karena manusia butuh menggunakan (kembali) informasi.
- Informasi menjadi pengetahuan dengan penyebaran.
- Informasi dapat difahami melalui simbol (dari yang bermakna ke yang sangat bermakna).
- Penulis-pengetahuan-buku-pembaca

Penerbitan buku

- Pengorganisasian informasi agar orang lain bisa memperoleh informasinya, membacanya, menyerapnya dan menggunakannya untuk menambah pengetahuan mereka dan kearifan.
- Buku – Informasi – Kemasan Informasi (Kontrol Bibliografis).
- Penerbit – Distribusi – Perpustakaan.

Penerbitan - Perpustakaan

- Komunitas pengguna:
- 1. Penelitian dan pengembangan – kepengarangan – penerbitan – distribusi – pusat informasi – pengorganisasian dan kontrol – penerbitan kedua – distribusi kedua - pengguna
- 2. Kehidupan sehari hari.

Sumber

- Jones, Hugh & Benson, Christopher. Publishing law 2nd Edition. New York: Routledge, 2002
- Lancaster, F.W. Information retrieval systems: Characteristics, testing and evaluation. 2nd ed. New York: Wiley, 1979
- Taylor, Arlene G. The organization of information. 2nd ed. Westport: Libraries Unlimited, 2004
- -----Introduction to cataloging and classification. Rev.9th ed. Engelwood: Libraries Unlimited, 2004

Komunitas

- Tidak sama dengan masyarakat.
- Pengetahuan = Keyakinan = Komunitas
- Peneliti: Bidang, disiplin, perspektif
- Positivisme, pospositivisme
- Aplikasi kehidupan sehari hari
- Budidaya tumbuhan/ternak, resep, ensiklopedia
- Masyarakat = Informasi = Komunitas...?
- Penerbitan = Buku = Pengetahuan
- Organisasi/industri – Format – Kerangka

Informasi – Penerbit

- Masyarakat = Informasi = Komunitas...?
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- Organisasi/industri – Format – Kerangka

Penerbitan - Perpustakaan

- Organisasi informasi → Buku?
- Taylor & Lancaster:
- Informasi : Buku – Organisasi Informasi
– Pengguna (individu-komunitas) – Buku

Deskripsi dalam katalog, indeks, abstrak,
program bibliografis terpasang

- AUTHOR: Queenan, Joe.
- TITLE: If you're talking to me, your career must be in trouble : movies, mayhem, and malice.
- PUBLISHER: Hyperion, ©1994.
- SUBJECTS: Motion pictures—United States—Reviews. Motion pictures—United States—Humor.
- LIBRARY HOLDINGS:
- LOCATION: Main Library CALL NUMBER: PN1995.Q44 1994
- STATUS: Checked out

deskripsi

- Queenan, Joe.
- If you're talking to me, your career must be in trouble : movies, mayhem, and malice / by Joe Queenan.—1st ed.—New York : Hyperion, ©1994.
- xix, 267 p. ; 24 cm.
- Essays first published in Movieline, Rolling Stone, and the Washington Post.
- Includes index.
- ISBN 1-56282-788-X
- 1. Motion pictures—United States—Reviews. 2. Motion pictures—United States—Humor. I. Title.

Buku - Perpustakaan

- Institusi: organisasi, hukum, sosial, ekonomi, politik >< SARA
- Pengarang – Pustakawan; Penerbit – Dewan penerbit
- Preservasi dan distribusi informasi
- Grafis - Teknologi Digital

Book

- is applied by extension to the scrolls used in the ancient world such as the Egyptian Book of the Dead
- definition of the book to include audiobooks and electronic books, or e-books. Audiobooks are recordings made on cassette, compact disc, or downloadable computer programs. Electronic books are portable computerized devices that allow readers to download text and then read it, mark it up, and bookmark it. The term e-book is also used to refer to the concept of a paperless book, whether it is read on a specially designed e-book device, a personal digital assistant (PDA), or a desktop or laptop computer.

Scrolls

- scrolls consisted of sheets of papyrus, a paper-like material made from the pounded pith of reeds growing in the Nile Delta, formed into a continuous strip and rolled around a stick. The strip, with the text written with a reed pen in narrow, closely spaced columns on one side, was unrolled as it was read. Papyrus rolls varied in length; the longest surviving roll is the Egyptian Harris papyrus in the British Museum in London, 40.5 m (133 ft) long. Later, during the Hellenistic Age (4th century to 1st century bc), long book rolls were subdivided into a number of shorter rolls, about 10 m (about 35 ft) long, stored together in a single container

Parchment and vellum

- Parchment and vellum (specially prepared animal skins) did not have those drawbacks. The Persians, Hebrews, and other peoples of the ancient Middle East, where papyrus did not grow, had for centuries used scrolls made of tanned leather or untanned parchment. The production of parchment was improved by King Eumenes II of Pergamum in the 2nd century bc; thereafter its use greatly increased, and, by the 4th century ad, it had almost entirely supplanted papyrus as a medium for writing

the 1st century

- in which the inconvenient scroll was replaced by the rectangular codex (Latin for “book”), the direct ancestor of the modern book. The codex, as first used by the Greeks and Romans for business accounts or school work, was a small, ringed notebook consisting of two or more wooden tablets covered with wax, which could be marked with a stylus, smoothed over, and reused many times. Additional leaves, made of parchment, were sometimes inserted between the tablets.
- In time, the codex came to consist of many sheets of papyrus or, later, parchment, gathered in small bundles folded in the middle

Guttenburg Bible



Encarta Encyclopedia, Bridgeman Art Library, London/New York

Johannes Gutenberg

- In the 15th century two new technological developments revolutionized the production of European books. One was paper, which Europeans learned about from the Islamic world (which had acquired it from China). The other was movable metal type, which Europeans invented independently. Although various claims have been put forth for French, Italian, and Dutch inventors, German printer Johannes Gutenberg

Publishing Industry

- Publishers and booksellers categorize books in various ways. The type of book that generally gains the most attention is the trade book: fiction or general nonfiction. Trade books tend to appeal to a wide audience. Other books fall into more specialized categories such as education, business, science, technology, and reference.
- The type of trade book that a publishing house chooses to publish often creates the public image of the house. Popular trade books sometimes financially support a company's other publishing ventures, but departments such as textbook, reference, religion, and medicine often make profits on their own.

general trade books

- a publishing house will plan to issue a yearly list of titles ranging in number from fewer than ten in the smallest firms to several hundred in the largest.
- books are bought from the thousands of manuscripts that major houses receive annually, but most come from either outlines or manuscripts submitted by literary agents.

editors

- generate ideas and find authors to write the books.
- After the manuscript is accepted for publication and received, an editor takes charge of the project. Editors usually work with several books at once, and in many publishing houses they are responsible for every stage of book production. Editing practices vary considerably. Editors may work with authors by suggesting changes in a manuscript, or they may do line-by-line editing, going over the changes with the authors later.

Copy editors

- correct grammar and spelling and also query authors on possible errors of fact or meaning, peculiar constructions, or other internal difficulties. Copy editors often do careful research as they work, consulting reference sources to be sure the author's facts are accurate.

Authors

- receive royalties (payments) at percentage rates varying with the number of books sold

design

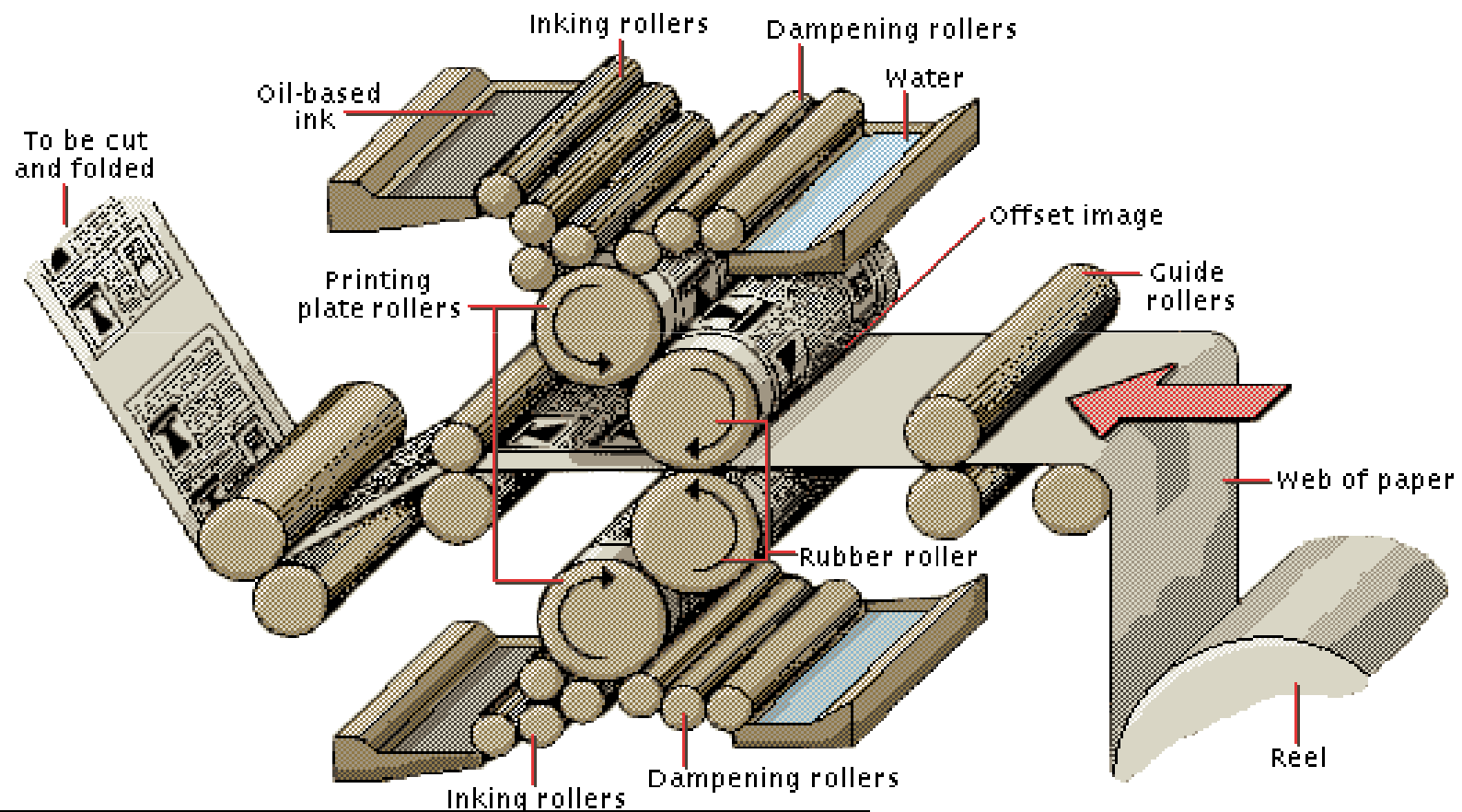
- which may be done within the firm or by freelance designers. The designer plans the book's format—page size, number of lines on a page, size and style of type, arrangement of pictures, and similar matters. Many talented designers have worked in the publishing business, and some houses are noted for superior design work.

Hand typesetting



Encarta Encyclopedia, Photo Researchers, Inc./A. W. Keschembahr

OFFSET



Marketing and Distribution

- Books are usually moved from publisher to bookseller through wholesale distributors. In the mid- and late 20th century the large chain stores and book clubs came to dominate trade selling and were able to command large discounts from the publishers, while many independent bookstores struggled against adverse economic circumstances.

Internet booksellers

- the Internet as a tool for selling books. Through their Web sites, Internet booksellers allow buyers to choose from an enormous selection of books. Once the order is placed, the bookseller obtains the book and sends it to the buyer. Amazon.com, which started business in 1995, was the first major online bookseller, but others soon sprang up, and established booksellers also developed Web sites.

Legal Aspects of Publishing

- Once their books are on the market, authors and publishers can encounter some legal problems. For example: 1. political censorship, the attempt of the Central Intelligence Agency (CIA) to suppress or change books written by its former agents. 2. Textbooks, which may be criticized on political, religious, and sexual grounds,.
- 3. invasion of privacy and defamation of character.

Business Aspects of Publishing

- The book business had traditionally been run by families, with control passing from one generation to the next. But the tremendous growth of publishing led to the need for new capital, which was acquired through public stock issues and mergers. Later merger activity included the acquisition of several major publishers by foreign-owned companies, and the pattern that began taking shape was one of a superstructure of immense, international media conglomerates, surrounded by smaller, more specialized publishing houses

Modern Publishers

- During the first half of the 19th century a number of great American publishing firms were established, such as Harper & Brothers (1817), John Wiley & Sons (1828), Little, Brown & Company (1837), Charles Scribner's Sons (1846), and Houghton Mifflin Company (1849). Major Canadian firms included the Ryerson Press (1829) and John Lovell and Son (1835).

20th-Century Developments

- In the 1920s, the Literary Guild and the Book-of-the-Month Club were founded. These ventures developed into major commercial distributors, selling books by mail on a subscription basis and on a national scale. These major book clubs were the prototypes of many smaller organizations, some formed by publishing houses as outlets for their own books.
- Paperbacks were virtually reborn after World War II (1939-1945). Mass promotion and various technical achievements made possible broad distribution and low retail prices

- the literary agent gradually assumed new importance with the escalation of the value of subsidiary rights of an author's work. Both traditional agents and lawyers acting as agents negotiated contracts for paperback or serialization rights, as well as for television, film, and dramatic rights, sometimes involving millions of dollars for their author-clients

Book Production Process

- Setting
- Graphic design
- Layout
- Imposition
- Image setter
- Plate Making: Film – CMYK – Plate

FINISHING

- Folding
- Collecting
- Colatting
- Binding

Legal aspects in book publishing

- Copyrights, conventions and contracts.
- Indonesia Book publishing legal right
- Authoritative rights in Indonesia and its regulations.
- Subsidiary rights
- Duration of copyrights in individual works.
- Copyrights on electronic books.

The Effect of New Media in Culture and Society

- User-friendly learning media.
- Added-value instruction learning media.
- Imagine-based creativity.
- Imagine-based productivity on writing and publishing

- Another new business element in the publishing industry was the packager. Packagers do the editorial work involved with individual titles and series of books, and then contract with regular trade, text, or reference houses to have the books produced and distributed.

electronic books, or e-books.

- These computerized devices display the text of books on a small screen designed to make reading easy.
- Booksellers and publishers sell e-books over the Internet in the form of computer files. A reader makes a purchase, then downloads the text to a personal computer or a personal digital assistant (PDA), or directly to a specially designed e-book device.

mission of a library

- is to collect, organize, preserve, and provide access to knowledge and information. In fulfilling this mission, libraries preserve a valuable record of culture that can be passed down to succeeding generations. Libraries are an essential link in this communication between the past, present, and future. Whether the cultural record is contained in books or in electronic formats, libraries ensure that the record is preserved and made available for later use. Libraries provide people with access to the information they need to work, play, learn, and govern.

Urban public library

- Urban public library systems generally maintain a large central library in the downtown area as well as several smaller branches—known as neighborhood or community libraries—in the various neighborhoods of the city. Some public libraries provide services to rural areas of their communities with bookmobiles, which are trucks, trailers, vans, or buses equipped to serve as traveling lending libraries.

Access to Information



Encarta Encyclopedia, The Stock Shop/Irving Shapiro