THE DEVELOPMENT OF HIGHER EDUCATION PUBLISHER AS THE REALISATION OF THE DYNAMISM OF SCIENCE

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INTRODUCTION

Publisher or publishing is an industry which concentrates on producing and multiplying a literature and information, or it can refer to the activity of making such information can be known by public. Publishers from their publishing system are divided into public publishing (conventional) and indie system publication, where the writer as the publisher as well.

Historically, this term corresponds to distributing attempt from printing company like books and newspapers. In the next period of time as the development of information technology system, the term "publishing" gets meaning extension that is including electronic book aspects like e-book in a website or blog. In its development, book publisher has its own market segment. There are public books, textbooks, or religion books such as Islamic book, spiritual books, and many more. (source: http://id.wikipedia.org/wiki/Publisher, accessed on September 27, 2012 at 02:10 am).

Publishing company in Indonesia is indicated by the establishment of Indonesian Publisher Association (IKAPI) established on May 17, 1950 in Jakarta upon initiation and commitment of some national publishers at that time. In addition to be encouraged by a spirit to replace the position of foreign publisher, especially Dutch that still dominated book publishing activities in Indonesia, the appearance of IKAPI with great motivation to help government in building smart Indonesian people. A prior time, IKAPI only had 13 members of publishers; nowadays, the total number of IKAPI members is more or less 650 publishers spreading all over Indonesia. In its history development, IKAPI still exists as the only publishing organization which can support and provide any needs of its members.

Books and information have important role for human civilization. Books are means of civilization transmission which can exist all over the time. At present time, books are part of human life. Nowadays we acknowledge information technology. This is a fact which further has implication in delivering message in this civilization. It shows that books, in any forms of printed or electronic stored, are media for transmitting human civilization. Therefore, it is important that publishers and writers keep working on their qualified books to read through all generation.

Institution of higher education has three major pillars as the objectives known as Tri Darma of higher education. They are teaching and education, research, and devotion. Upon these three obligations, college publishers should have sufficient roles in education to provide teaching or education materials, in research to publish the result of research, and in devotion to support the development of writing enthusiasm among academicians of higher education or local writers.
The research problem in this paper is defined as how is the role of the publishers of higher education in civilization.

This paper is written to understand and to discuss the role of higher education for the human civilization. This paper is expected to give knowledge about the importance of the role of higher education publishers.

DISCUSSION

This paper is a reflection of human existence in the world. Through this writing, human transforms from pre-historic to historic era. Civilization has developed more rapidly beginning from letters scratched on the stone wall, leaves, and pieces of paper, to those well-stored digitally. Through letters, the past can be learned so we learn to be better.

Modern civilization has required humans to use writing utensils. Most of people consider writing as daily activity. Since young, humans should have had learned recognizing letters, numbers, and some punctuations to carry out both two. The more developed the civilization, the more important writing is. Through writing, humans express their thoughts. The recorded thoughts are the basic knowledge for the society. Furthermore, people can choose whether to support or to disagree upon those thoughts. Approval and disapproval surely create further new thought expressed in written forms. Thus continues, thesis meets antithesis, then ends up in synthesis, which is finally reformed into thesis meeting antithesis.

The development of civilization from the spoken culture can be a support towards written culture which records its knowledge. Spoken culture can be performed through scientific discussion that discusses the knowledge itself formally as well as informally. As the fact, there is a small number of conducted scientific discussions. Such culture is even worsened by the culture of watching television. Watching for entertainment is indeed useful to release the stress and refresh the mind. However, the reality shows that those programs have 'forced' the people to sit hourly in front of television. The oral and watching culture make people captivated by the ease of behavior. This, being realized or not, has created 'laziness' of thinking.

The impact of attitude of lazy to think is implied in the low enthusiasm in reading although reading is the important foundation to be able to write. The less reading activity people have, the less writing form they can produce. One indicator that can be seen is the number of book publication. The number of books published in Indonesia is still relatively small, not more than 18,000 titles of book a year. This number is significantly less than the number of books published in Japan which can reach 40,000 titles of book in a year, in India which is 60,000 titles in a year, and in China which reaches 140,000 titles of book in a year. (Kompas, 25 June, 2006 in http://edukasi.kompasiana.com/2012/08/06/menulis-untuk-peradaban/ accessed on 27 september 2012 at 14.15)

The similar thing happens towards scientific writing. Based on the data from Scimajor, Journal, and Country Rank 2011, Indonesia is in the position of 65 with the total numbers of publication 12,871. Indonesian rank is lower than Kenya which has 12,884 publications. The United States is in the first position by 5,285,514 publications. Even Singapore, which has relatively small area, is in the position of 32 by 108,522 publications.
The rapid development of information technology has contributed high chance and challenge in various forms of life sectors, one of which is in the process of publishing books. Initiated by the invention of printing machine by Guttenberg in 1455, it has developed by the touch of innovation in printing technology in the purpose to get the effectiveness and efficiency in the process of book printing. Guttenberg printing machine with its simple function has become the first step of the possibility of printing books in larger number, in faster time, and in easier than just writing them. Some innovations in printing technology such as computer, reprographic machine, and internet have implied in great changes in the process in book printing and distribution.

The next developed innovation in printing technology is photocopy machine. Photocopy machine is one of reprographic machine preferred by many people when duplicating the needed documents for duplicating documents faster and less expensive rather than buying another original document through legal publication, yet it costs more expensive. The realization of education is also not far from using photocopied material due to financial limit that is expected to ease the burden of the students. Indonesian economic condition as a developing country is still faced with the limit of people’s affordance with various main daily necessities that cannot be postponed so that buying a book is needed when there is extra income. This has been a dilemma since the copy right does not achieve its distinction yet, on the other hand related to the copy right, photocopy, based on the readers, is tolerable. In other countries, especially in Sweden, publisher and writer of the book are given royalty based on the usage of the book in the library.

The development of information technology has given a positive rapid movement in book publishing industry since the process of printing can be done easier, faster, and larger in number. Regarding the information technology in recent times has led a change towards human activities and behaviors. This can give significant impact and challenge towards the world of education. Unexcepcionnal for the dynamism and romantics of the development of the world publishing based on college or higher education (university press) which requires adjustment towards the development of civilization and information technology in all digital way.

University press as a part of an accommodating unit for higher education should be appreciated, developed, and applied in all aspects of view. Its strategic existence is seen from the academic aspect, economic entrepreneurship, achievement, organizations, as well as technical aspect. Furthermore, the existence of University press in its development can be used as the barometer of the ‘brand image’ of the institutions.

The necessity signal of the existence of a publisher in higher education has increased since there are the motivations to spread the script widely and massively; moreover, it is supported by sophisticated technology. Automatically, this requires the sensitivity of the scientists and human resources from each college to keep helping each other in effort to reconstruct and reformulate their inventions that have been being worked to give positive image and contribution towards the development of science in all aspects supported by the role of electronic publishing.

The demand of modernity, that has influence the transformation of habits and tradition from manual to automatic for the achieved effectiveness and efficiency in all aspects, has made
the element of college publisher interested in it. No wonder that the existence of the university press becomes essential and is put at stake when this is supported by various infrastructures and medium such as the accommodated sophisticated printing machines as well as the importance of the willingness of managing the publishing.

Based on those facts, the existence of university press has the urge of professionalism with various potentials owned, such as lots of writers (represented by lecturers, college students, and the employees), availability of scripts, and many human resources. This obviously has a significant role in publishing and distributing their intellectual assets to the public as the implementation of Tri Darma of higher education. Furthermore, the comprehensive process on both sides happens between higher education and the society. The most important aspect is the distribution of information resulted from the higher education in the form of the result of newest invention of research as well as the result of learning process in the form of books, magazines, and scientific journals. One thing that should be avoided by higher education publisher is the tendency to support certain authority.

To achieve the success of civilization, developed and developing country should prioritize the development of knowledge, which is cannot be separated from the world of education. With the base of qualified education that has been implemented since early, knowledge develops as the development of the custom of reading and writing. As the result, civilization can improve itself.

The development of information technology also has impact on how the knowledge itself is transferred. This can be seen from the development of free and payment based e-journal and e-book sites which provide knowledge in electronic form. Some institutions such as universities, library, public offices, and others have had wireless internet connection to make any various information, whenever, and wherever needed possible to access only by sitting down on a place supported by portable media storage to save those information in the form of softcopy in large capacity rather than having the need to bring a pile of printed books. There has been a question whether the existence of digital format is giving a threat towards the existence of book publishing industry.

Books as well as electronic documents accessed from the internet has advantages and disadvantages each seen from the aspect of comfort in reading activity and its saving. Books have advantages such as easy to carry; the content of the book can be accountable for, and easy to read anytime without providing any advanced technology to read them. While, their weaknesses are they are heavy to carry in large numbers, they need space to store which has certain temperature in order to keep the books stored well and its originality is not damaged. Other weakness is time management. These hardcopies need to be stored in the library based on their classification; thus it needs time to put them into well-arranged catalogue, and it needs time to find in on the right shelf. On the other hand, the coming of internet provides information in electronic form; thus it can make the change of reading habit in the form of digital, and it gives a rival to the books.

Electronic documents has advantages like easy to make the copy of the document from the world wide web through ‘save’ menu, practically saving it in storage media, and relatively easy to find if the file is well-organized. While, it has disadvantages such as it needs supporting media like
notebook and the skill to operate the media, it needs greater effort to read as radiation is emitted from the computer screen, there are viruses that can attack the file anytime resulting in the lost or damaged data, there is a limit of the use of storage media which is often ignored by people so that a damaged storage media may not be able to keep the file while the user hasn’t back the files up to other media or hardcopy.

The reading habit should be done linearly. It means the readers need to read every explanation carefully to get overall understanding. The habit of reading printed books still make their reader possible to read linearly due to the form of the book is easy to read anytime without any supporting media. While, reading electronic documents often make the readers cannot stand to read linearly due to the radiation emitted from the computer screen makes the eyes easy to get tired.

Overall, the comfort in reading activity and organizing both types of document depend on the conformity each person. How about the issue that the existence of digital format gives a threat toward the existence of book publishing industry along with the phenomenon of the changing behavior into reading the digital form?


Writing is a significant factor of developing quality in higher education; moreover in the life outside the higher education. Knowledge, technology, and art can be improved through the custom of writing. Through the written forms being read by many people, there will be various opinions and reactions that can formulate new ideas so that the development of knowledge can be improved. Besides, writing is also important as the self-actualization media for the writers themselves.

One of the effective ways is through the relation with a publisher. "In an institution, there should be scheduled to invite a publisher periodically to have a meeting forum between lecturers and publisher. In this forum, there is at least a link for the lecturers who are willing to write. Here, lecturers can at least give a new book or at least the draft to the publisher. A publisher is also expected to process those works so that lecturers can be enthusiastic to write more. In this case, the publisher is also the one who distributes, such an important role in encouraging the climate of writing. The closer the relationship with the publisher, the more possible for the writing potential to be expressed well.

Besides having a function as center of the development of knowledge and technology, a higher education also has a role to spread those knowledge and technology to the society as the effort to build the smart Indonesian people. Such role is usually accommodated by higher education publisher (university press). But as the fact, university press still cannot apply such role. This happens because so far the existence of university press aimed internally to college academia with limited area of publication, for example publishing books only for attending courses. Whereas, a university press should be a brightness locomotive for the higher education in delivering knowledge to the society. Considering the importance of the existence of a publisher in a college, sometimes ago a hundred public and private higher education institutions declared the
Indonesia Higher Education Publisher Association (APPTI) on 19 September, 2011 in Solo as the effort to encourage the role of university press in Indonesia. Through this association, the willingness of higher education institutions to be able to publish their works can be managed to fulfill.

Some fundamental reasons why university press should be applied is: first, higher education publisher has big opportunity to develop since it is not difficult to find qualified scientific works. There are lots of writer among the lecturers and the college students. Besides, there are lots of sources and references such as theses, dissertations and others that have not been used optimally. Other opportunity is the college entity as the works creators as well as the users of the output of the publication of those works. Second, there is a low enthusiasm to write and conduct a research in college. One of the causes is the limitation of media to publish the result of the work. The development of university press is expected to encourage the motivation to write among lecturers, students, and society so that it can increase the culture of literacy and publication in Indonesia.

University press also can increase university income through the publication royalty so that the operational costs of higher education institutions is not all given to the students as so far has happened. Scientific publication is an important variable to signify the rank of a higher education institution nationally and internationally. The low accommodation of publisher in college is a significant factor to hinder such institution to the list of World Class University.

Based on the data from the Ministry or Research and Technology, the number of scientific publication published internationally by Indonesian researchers is still low, only about 300-400 articles a year compared to China, 250 thousand articles a year, or Japan, 100 thousand articles and Korea, 50 thousand articles a year (pustaka.ristek.go.id/09/11/10). While, the data from National Library in 2011 stated that the number of the titles of books published every year is only around 10 thousand to 15 thousand titles a year from about 500 publishers all over Indonesia. This number is relatively small compared to other countries such as Japan or Thailand that can publish 68,000-70,000 titles a year and the United States can publish 75,000 titles of books in a year (Riau Pos/18/12/11). The crucial problem that seems to be less considered in the development of university press is the “limit” of human resources in publishing institution in a university. Those limits include facility, professionalism, the quantity of employee, and capital. This is different from private publishers which are able to manage the publication optimally, for example in distribution or marketing, in reading the market interest, and in adjusting the layout of published books, etc.

Considering such problem, ideally the leader of a higher education institution can take the policy tactically by imitating and implementing the success of private publication institutions or other university press internally, or from other countries which can manage the business of publication professionally. This phenomenon can be an irony; that is when all parties are encouraging to work through scientific writing, (especially for college intellects), yet it is not balanced with the policy (political will) that can make those people encouraged to work. In this case, the existence of university press can surely stimulate all parties to create scientific works.

Publication has functioned not only as the socialization of knowledge but also as part of the reward upon someone’s thinking and a research towards a field of certain knowledge. Regarding
to its strategic role and the establishment the media of publishing association in higher education institutions (APPTI), it is expected that all higher education institutions in Indonesia can create more publications, in the form of quantity as well as the quality. Furthermore, university press is expected gradually can catch up its being left behind by ASEAN countries and other Asia countries in the case of publication of scientific works.

Realizing the importance of a literature towards the development of a nation, Ignas Kleden (in Kundharu Saddhono, 2009) stated that there is relationship between books, intellectual, and education. The main thing is book is an effective media to develop intellectual. The role of books to improve intellectual can be effective if the books are placed in public area (publishing institutions) which support the development of intelligence. Books are the input as well the output collectively. This reflection is supposed to be a motivation to the leader of university, and all parties who care about the creation of society based on knowledge, that the role of university press in creating books or scientific works is a matter that cannot be delayed anymore.

CONCLUSION

Based on the explanations above from the introduction and discussion, it can be concluded that:

1. Publisher is one of important agencies in the development of human civilization especially in providing forms of media of printed writing (books journals, magazines, and others), information and knowledge to the society.

2. Higher Education Publishers also has important role in the development of human civilization especially in Tri Darma of higher education institution; that is in the sector of teaching and educating in providing education materials. Form the research sector, as the area of publishing the result of scientific research. While in the sector of devotion to provide materials or references as well as information to the society.

3. Higher Education Institution also has role in encouraging the enthusiasm of writer among college academia as well as local writers.

4. Higher Education Institution can also increase university income through the publication royalty, so that the burden of higher education costs is not too much given to the students. It also means helping lots of people especially parents who are not too much burdened by the education cost.

5. Higher Education Institution is also related to scientific publication that is an important variable in determining the rank of higher education institution nationally and internationally.

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