

IMPLEMENTATION OF MARKETING STRATEGIES IN INDONESIAN INDIE BOOKIES PUBLISHERS IN INCREASING SALES VOLUME

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Abstract: The growth of the publisher business in Indonesia has developed rapidly. This can be proven in IKAPI (Indonesian Publishers Association) research, that there has been a development in the number of published book titles published in the last 3 years. Based on the 2020 bookkeeping research report, it was reported that from 2017-2018 there was an increase in the number of book titles published by 16,162 titles, an increase of 25.8%. Meanwhile, from 2018-2019 there was an increase in published book titles of 16,749 titles or a growth of 21.2%. (IKAPI, 2020). Of course, this can be a challenge for publishers. The purpose of conducting this research is to find out the implementation of the marketing strategies applied by indie Bookies Indonesia publishers and to find out the impact of the implementation of marketing strategies by Indonesian Indie Bookies Publishers on sales volume. The type of research used is descriptive qualitative research. The data used are primary and secondary data. The data was obtained through in-depth interviews. The data analysis technique used is to use data collection, data reduction, data display, drawing conclusions. The results of this study are that Bookies Indonesia uses 4 marketing mixes, namely product, price, promotion, place, in increasing their sales volume. The impact of implementing the marketing strategy obtained from the 4 marketing mixes is that it can affect the volume of book sales each year. This can be seen from 2019 to 2020, it was recorded at Rp. 180 million turnovers issued and has a profit of Rp. 90 million. In 2020 to 2021 there will be an addition so that it becomes Rp. 189 million turnover issued, profits increased to Rp. 120 million. Meanwhile, from 2021 to 2022 it will be recorded at Rp. 200 million turnover issued, with a profit of Rp. 120 million.

INTRODUCTION

The growth of the publishing business in Indonesia is experiencing rapid development. This can be proven in research by IKAPI (Indonesian Publishers Association), that there has been an increase in the number of published book titles in the last 3 years. Based on the 2020 book research report, it is reported that from 2017-2018 there was an increase in the number of published book titles by 16,162 titles or an increase of 25.8%. Meanwhile, from 2018-2019 there was an increase in

published book titles of 16,749 titles or a growth of 21.2%. (IKAPI, 2020).

Reporting from VOA Indonesia, stated that in 2015 there were 1,328 publishers registered with IKAPI and 109 non-IKAPI publishers. Of course, from the explanation above, there are thousands of publishers which increase every year (Indonesia, 2021). However, the Covid-19 pandemic has shaken the world economy, thus having a disruptive impact on the nation's movement towards the gates of literacy progress. Covid -19 has caused the book market to experience a sharp decline. The majority of publishers with a percentage (58.2%) experienced a decline in sales of > 50%, while publishers with a percentage (29.6%) experienced a drop of 31-50%, and publishers with a number (8.2%) experienced a decline of 10 -30% (Nugraha et al., 2021).

In this case, publishers are required to survive amidst the impact of COVID-19 which has clearly caused all businesses to decline. Publishers' efforts to recover when the Indonesian economy recovers require various strategies to continue to survive and continue to be recognized by consumers throughout Indonesia. Currently, publishers are continuing to try to survive and develop the business in the hope of making people more interested.

One strategy to be able to compete with other publishers is to meet consumer needs so that they can continue to achieve sales volume targets. This concept can be found in the marketing concept or what can be called the marketing mix. Apart from fulfilling consumer needs, which are found in the product, there are also other marketing mix concepts, namely place, price and promotion.

Bookies Indonesia is one of the developing publishers in Indonesia. This publisher continues to develop its products with unique characteristics, because this publisher is an indie publisher which is clearly different from publishers in general. The Indonesian Bookies publisher's attraction to researchers lies in the publishing concept used in Bookies Indonesia and how the publisher is able to compete and survive all the upheavals surrounding publishing. Strategy is a set of decisions and actions that result in a plan to achieve goals and objectives. (John A. Pearce II, Richard B. Robinson, 2018).

Another definition according to Wheelen and Hunger in Akdon, explains that strategic management is a collection of managerial decisions and activities that determine the company's success over a long period of time. Meanwhile, according

to Stephanie K. Marrus, business strategy is defined as the process of determining plans by top leaders who focus on long-term goals. (Khanza, 2023)

There are several expert opinions about marketing as follows:

1) According to Philip Kotler

Marketing is an activity carried out by humans which is shown in fulfilling the needs and desires of the exchange process. (Farida Yulianti, Lamsah, 2019)

2) According to W Stanton

Marketing is the result of overall business activities. With a mission to plan, determine prices, promote, distribute goods and services to satisfy the needs of buyers. (Ngatno, 2019)

In the book Inside Book Publisher, the publisher is a forum for delivering work or content created by the creator for publication. In this case, the publisher is also said to be a distributor who is able to follow and develop the publishing business. In general, the growth of publishers began in 1980 until the digital era. Until now, publishers have taken part in following developments. This can be proven by the various types of media supporting publishers which are increasingly developing, such as e-books, audio books, applications, websites to get or enjoy what is published by publishers. (Giles Clark, 2020).

According to Abdullah (2001: 444) that sales volume is the number of units sold from production units, a transfer from the production side to the consumer, and remains fixed in a certain period. (Satriawan, 2018)



Figure 1. Flow of the Thought Framework

RESEARCH METHODS

Researchers used descriptive qualitative methods. The qualitative method is a method that focuses on the process and understanding the results of an event to be studied. Qualitative methods are subjective methods based on individual data and value content. The reason for using qualitative methods is because researchers will gain a direct, in-depth understanding of the marketing strategies that exist in indie publishers Indonesian Bookies. The form of this descriptive research is in the form of data, notes, interview scripts, and other documents. The subject of this method is the Indonesian Indie Bookies Publisher. Research data collection techniques are obtained by: 1) Observation, namely showing real pictures of events in order to answer research questions, 2) interviews, namely using in-depth interviews, the researcher is involved indirectly in the subject's life, because the researcher also joined Bookies Indonesia. 3) Documentation, namely in the form of documentation tools as proof that this was indeed done. Another form of documentation is a record of events during research.

The data analysis technique is by using 1) Data Collection, 2) Data Reduction, 3) Data Display, 4) Drawing Conclusions. The validity used by researchers is by using source triangulation with the aim of looking for similarities and determining specifics among the data obtained.

RESULTS AND DISCUSSION

The results obtained by researchers when conducting interviews are that there are main marketing mixes, but in this case, the researcher will first explain in general about the 4 marketing mixes. Among others are

1. Product

The implementation of the marketing mix in the form of products at Bookies Indonesia is by serving designs from consumers. In addition, the form of product implementation can be done by providing design options. Bookies Indonesia provides two options when choosing a book cover, then members who register the manuscript choose between the two options.

This can be proven in the subjects taken by the 4 subjects above, namely A,

NC, L, S, who stated that they offered 2 cover design options for the writing members to choose from before making it the cover of their book.

Apart from that, the form of implementation carried out is by maximizing the brand owner created. Subjects A, NC, L, S said that in the first year the publisher focused on brand owners, its success can be seen in subjects F, G, Y, N, who were interested in Bookies Indonesia through the brand owners they built.

2. Price

Implementation of the marketing mix on prices can be done by setting prices based on considering several perspectives. If the quality is high and has an attractive appearance then the price will not be a problem. In achieving price superiority, it is necessary to consider quality, price, and ease of purchase. In this case, Bookies Indonesia determines prices based on the quantity and value of the book composition (pages, cover design), including considering the price in accordance with the determination of the book production costs incurred.

3. Promotion

Promotion is an activity that aims to introduce, convey and influence a product so that consumers are interested and interested in consuming, using and buying it. (Indrajit, 2015)

There are several forms of advertising carried out in this promotional component. This advertising can be done through media, one of which is social media. The form of the promotional mix is as follows:

1) Advertising

Advertising is a form of communication that is carried out indirectly. The development of the times means that there are more and more types of advertising, the widespread use of social media, which is increasingly being used, means that advertising available on social media is increasingly growing.

Bookies Indonesia carries out a promotional marketing mix in the form of advertising, namely by using catalog media, e-banners, e-banners containing information related to publishing. The purpose of distributing e-banners and e-banners on social media is to introduce products, discounts, and events at Bookies Indonesia.

This can be proven based on interviews obtained from subjects A, NC,

L, S, stating that they carry out advertising promotions in various forms on social media.

Apart from that, Bookies Indonesia has also carried out types of advertising, including the following:

a) Endorsement.

Endorsement is the activity of supporting opinions, recommending, approving, supporting someone for a product that will be used as support material. Bookies Indonesia also endorses with the aim of increasing its existence, and hopes to be widely known in the world of literacy.

b) Testimonial

Testimonials are messages conveyed by consumers regarding purchasing experiences or even subscription experiences for a product. Testimonials are real evidence. In testimonials, consumers can see how they feel about service, sales, and the quality of the products or services offered.

In the interview information A, NC, L, S, Bookies has asked for testimonials from members who have published books. Then on the subject Y, G, F, N, states that they were also asked for testimonials and impression messages while publishing books at Bookies Indonesia, they also uploaded their testimonials on their social media.

c) Collaboration Between Indie Publishers

Collaboration is cooperation carried out by two parties to achieve the goals achieved. This collaboration capability can be mutually beneficial for both parties. It can be concluded from subjects A, NC, L, S that this Indie Bookies Publisher often collaborates with other publishers, including Ujung Pena Publisher, YR Editorial, SHL Media, Infinite Literasi Indonesia.

d) Personal Selling

Personal selling includes two-way communication, in the sense of having direct contact with consumers. Sales has a big role in personal selling. At Bookies Indonesia, members who publish books at this publisher will also become salespeople for their own books. They are expected to be able to attract consumers by clearly identifying the

product, studying consumers, presenting and demonstrating their books. Generally, sales have sales targets, but sales at Bookies Indonesia publishers do not have targets because in this case Bookies is not forced to achieve targets for indie book publishing.

This can be proven by subjects Y, G, F saying that although Bookies Indonesia helps market publishers' books through social media, the authors who have published the books also play a role in finding potential consumers who will buy the books.

e) Public relations

Public relations can be interpreted as a comprehensive communication approach of a company with the aim of creating a good image, good perception, opinion, belief and attitude. Of course, public relations have an interest in achieving the company's goals. Bookies Indonesia publisher founded several communities, including the Bookies Fans Club and the Islamic Literacy Academy. One of the aims of establishing the community is to collaborate with members who are members of Bookies Indonesia, it is also intended that these members can take advantage of the existing benefits. With this community, Bookies can also expand its marketing network in two ways, namely from members who join the community and by inserting offers at every community activity that takes place. Apart from that, Bookies Indonesia also regularly holds events. This event has the same goal of building a community, namely establishing cooperation and seeking expansion of the marketing market. The events and communities held were very successful, this can be proven by subjects A, NC, L, S, Y, G, F, N who said that Bookies Indonesia regularly held writing events and established communities that were beneficial for writers who were members. in that community.

f) Direct Marketing

Bookies Indonesia carries out direct marketing via WhatsApp Business by posting it in the catalog that is available in the application features. Bookies Indonesia utilizes features as promotional media, this media is classified as direct marketing or also called direct marketing.

Direct marketing is an accessible relationship, seen directly on individual consumers. The aim is to attract responses from consumers and can be used as a direct contact between publishers and consumers. With increasingly rapid technological advances, direct marketing activities will become easier to implement. In interviews, all related subjects stated that Bookies Indonesia had implemented direct marketing and made the best use of the internet.

4. Place/Distribution Channel

A place is an area, a region, that is used to distribute products from producers to consumers. Place is one element in the marketing mix that can also influence business sustainability. Implementation of the marketing mix strategy in the location or distribution channel can be done by selecting a production distribution location according to the target market. Choosing the right distribution channel will make the marketing process easier.

Bookies Indonesia uses distribution channels by considering various aspects ranging from speed of delivery, safety of goods, and considering costs incurred as efficiently as possible. Lion Parcel is Bookies' choice for sending books throughout Indonesia. Even though the delivery is considered quite long, there are many considerations that Lion Parcel has many advantages over the others. Subjects A, NC, L, S, stated that there are other options in distribution channels including JNE, J&T, Lion Parcel, POS, TIKI.

Year	Turnover (Million)	Profit (Million)
2019-2020	180 Million	90 Million
2020-2021	189 Million	112 Million
2021-2022	200 Million	120 Million

Table. 1 Book Sales from Indie Bookies Indonesia Publishers in the last 3 years

CONCLUSIONS AND RECOMMENDATIONS

The results of this research are that Bookies Indonesia uses 4 marketing mixes, namely product, price, promotion, place, to increase its sales volume. The impact of implementing marketing strategies obtained from the 4 marketing mixes can influence the volume of book sales each year. This can be seen from 2019 to 2020, it was recorded at Rp. 180 million turnover was incurred and had a profit of Rp. 90 million. From 2020 to 2021 there will be an increase to Rp. 189 million turnover was spent, profits increased to Rp. 120 million. Meanwhile, from 2021 to 2022, it was recorded at Rp. 200 million turnover was spent, with profits obtained amounting to Rp. 120 million.

In the world of literacy that continues to develop, it is hoped that publishers will continue to make new innovations in all fields. Website development, market places also need to be considered so that the marketing network continues to spread. Also, giving gifts to selected members at events and seminars to attract and get a good impression on consumers.

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