

## EBOOK MARKETPLACE AS A BOOK COMMERCIALIZATION STRATEGY: STUDIES AT HENBUK DIGITAL STARTUPS

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**Abstract.** Books are windows of knowledge. Book readers will gain broad insight and knowledge by reading various types of books. Technology is currently developing rapidly, so many book authors are currently selling books digitally. Digital books allow users to buy books online at lower prices than printed books. Indonesia has many book authors, but unfortunately the commercialization of books still faces many obstacles. This study uses a post-positivist paradigm with a qualitative approach and the type of research is descriptive. The unit of analysis is a digital startup Henbuk.com. In the research conducted, researchers will use this type of research by using narrative or descriptive research. The challenge to commercialize books is the background of this research. In this context, the hypothesis that can be used as a conjecture is that writers can take advantage of technological developments as a means of production, promotion and distribution of written works that are owned by many writers.

**Keywords:** book commercialization; selling strategy; e-books; marketplace; e-commerce

### I. INTRODUCTION

During the Covid-19 pandemic, technological sophistication developed very rapidly. All activities can be carried out online, one of which is teaching and learning activities. This makes many people accustomed to using technology for activities. The human need for information and the rapid development of technology gave birth to the current digital era. The presence of the digital era has extraordinary implications for human life in various sectors [1][2]. Books are a window of knowledge where we will gain broad insight and knowledge by reading various types of books. Books consist of two types, namely fiction books and non-fiction books [3]. In general, books are published in printed form or still use paper. However, nowadays many people are reluctant to buy books in printed form because the prices offered are quite expensive. Current technological sophistication has grown rapidly so many startups are currently selling books in digital form. In the previous era, books were made using paper media or the like so that they had a physical form that could be touched [4]. However, in the current digital era, many physical books have been abandoned and switched to digital books. This is because digital books have several advantages, namely: ease of access, modification, storage, and distribution. With digital books, users can buy books online at a lower price than printed books. The development of digital books can provide opportunities for content creators to share information more easily and more interestingly and interactively [5][6].

In general, the author has a lot of books, but unfortunately, the commercialization of intellectual property rights is still experiencing many obstacles. There are at least

3 aspects to the commercialization of written works, namely Production, Promotion, and Distribution [7]. The problem-solving approach to these three aspects can be carried out through digital transformation through the development of Digital Books. Digital books have a positive impact on writers to market their work. Authors whose writings are not yet well-known must have the capital to print their own written works. Apart from printing costs, other obstacles that are often experienced are marketing and royalty distribution [8]–[10]. The challenge of commercializing the books is the background of this research. Information technology seems to be starting to provide solutions related to these challenges. Indonesia is a country with the fifth largest number of internet users in the world [11][12]. In this context, the hypothesis that can be used as a conjecture is that writers can take advantage of technological developments as a means of production, promotion, and distribution of written works that have been owned by many writers.

In the Marketplace Guidebook written by [13] there are several definitions of Marketplace according to Experts. Marketplace is the use of electronic data and applications to plan and execute the conception, pricing of ideas, distribution of goods and services to create purposeful exchanges [14], [15]. Online marketplace is the application of digital technology as a means to achieve marketing objectives [16]. According to [17] the definition of online marketplace is internet-based online media that is used as a place for business transactions, where buyers can find as many sellers as possible according to market price criteria.

In general, the meaning of writing is to put ideas, thoughts, and opinions into writing. KBBI interprets it more simply as writing, so writing is like a letter writer. When

writing a letter, the writer will put his intentions, ideas, opinions and ideas into a series of sentences [18]. According to [19], writing is an attempt to describe thoughts, ideas, and feelings in the form of symbols. The symbol in question is a symbol of the written language system, this written language is predicted as a medium of communication. The definition of writing according to The Liang Gie is a writing activity that contains several important elements in a written work [20]. Writing as an effort to create graphic symbols. The symbol used is a symbol that is already known to the general public and is in the form of writing[21]. [22] explained that writing is simple and writing is not a scary world. Lasa HS provides tips so writers can easily and smoothly express ideas. The author must have analytical power, quality, and quantity of reading and appreciation so that what is conveyed is easier to convey.

A digital book is a publication that consists of text, images, video, and sound and is published in digital form that can be read on a computer or other electronic device. A digital book is an electronic version of a printed book, but not infrequently a book is only published in digital form without a printed version [18]. The presence of an electronic book has several functions and benefits that make it both desirable and necessary. In general, the functions and benefits of digital books include:

- a. As an information medium, this is the same as the functions and benefits of conventional books printed on paper media. It's just that electronic books are a more effective information medium.
- b. As a learning medium, it is common with conventional books that electronic books are used for learning and teaching media both in schools and colleges. Even though this function is the same as conventional books, electronic books can be more efficient learning media. It can be said that the material in electronic books is made easier to understand [23]. So that learning activities become easier to understand and memorize.
- c. The media expresses new ideas, writing activities are the same as activities expressing ude or ideas in written form. Every writer will feel grateful for the presence of digital books because they are a medium for expressing new ideas that are quite profitable. Since electronic books are known by the public, many writers can save money on printing costs and can publish their ideas more easily and easily.
- d. Digital books as business media, many companies use digital books for branding and promoting products and services [24]. Electronic books can contain company profiles, types of products or services provided, purchase terms and conditions, and warranties.

Another important thing that needs to be understood from digital books is the advantages they offer. When compared to conventional books, books in digital format have several interesting advantages, namely:

- a. Electronic books have practical characteristics because they are not physical, so they are simply stored on a smartphone or flash drive and laptop. Electronic books in the form of softcopy can save space so that readers no

longer need to prepare a special place to store physical books.

- b. Electronic books are often found on the internet in two versions, namely free and paid versions. Many free e-books can be obtained from various digital media, as well as paid e-books.
- c. Eco-friendly digital books, the paper used to print books come from tree trunks that are processed in such a way by the factory. The more printed books, the more trees on Earth are cut down. This certainly encourages deforestation and global warming.

## II. RESEARCH METHODS

This study uses a post-positivist paradigm with a qualitative approach [25], and the type of research is descriptive. The unit of analysis is Henbuk.com. In conducting research, researchers will use this type of research through narrative or descriptive research. Narrative studies are narrative reports that tell a detailed sequence of events. In a narrative research design, researchers describe individual lives, collect stories from people's lives, and write stories about personal experiences [26]. By using narrative research, the researcher will later identify certain situations, processes, or symptoms being observed. Depending on the research the researcher wants to do, the type of narrative or description will be used for research on the commercialization of writing on henbuk.com. Data collection techniques through interviews and recordings. To test the validity of the data, researchers used source triangulation.

## III. RESULTS AND DISCUSSION

Technology is developing rapidly so that many book authors are currently selling books in digital form. There are many ebook marketplaces in Indonesia where one of them is HENBUK. HENBUK is a Digital Start-Up Company that focuses on e-Book Marketplace. HENBUK builds digitization of 5 components of the book industry ecosystem, namely: Readers, Libraries, Writers, Publishers, and Marketers. The aim of this digital startup is to simultaneously increase interest in reading in Indonesia while increasing the economic impact of book writers and publishers. All henbuk business activities have social, economic and environmental objectives at the same time.

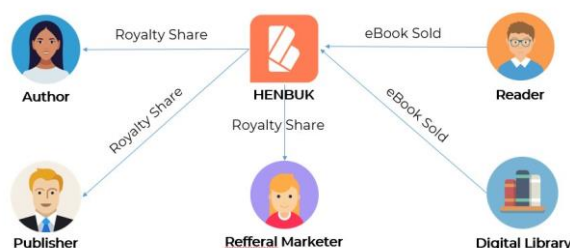


Figure 1. Henbuk Ecosystem Components

There are 3 aspects of challenges in the commercialization of books, namely Production, Promotion and Distribution. These three challenges can be solved by developing an ebook marketplace platform. Digital books have a positive impact on authors to market their work. With ebooks, authors and publishers do not need to prepare capital for book printing costs.

which only provide a place to buy and sell books. Henbuk.com facilitates digital marketers to help promote the books being sold. Marketers will help publishers and authors to promote and sell books using affiliate links and vouchers. Marketers will get a share of royalties from books that are successfully sold.

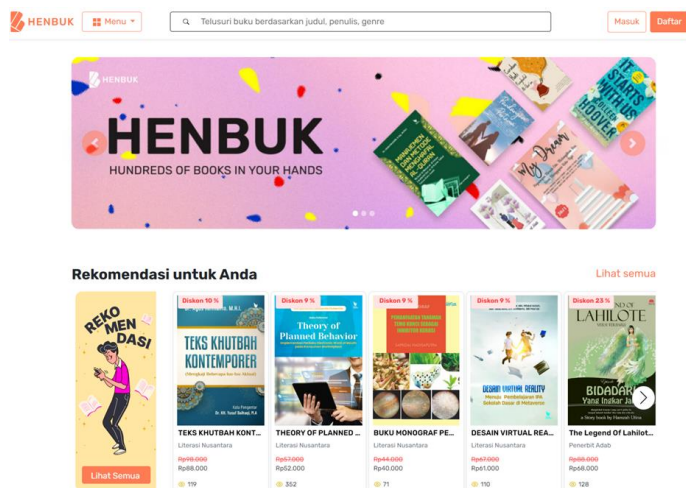


Figure. 2. Henbuk.com Main Page

The technologies used in Henbuk are Web-Based Applications and Mobile Applications. Henbuk has a self-publishing feature that makes it easier for writers and publishers to sell their books. Authors and publishers can publish their books free of charge. Henbuk only charges a 10% platform fee if a sales transaction occurs. Legal protection for intellectual property, especially copyright continues to be carried out in various ways, to achieve a sense of justice. To protect written works owned by authors and publishers, e-books on henbuk are currently encrypted, ebooks contain a Reader ID watermark, and mobile app capture is protected. Royalty agreements have an important meaning in the career of a writer who has ties to Intellectual Property Rights (IPR). Henbuk always tries to appreciate the writing that has been made so that the royalty that Henbuk gives is 90% of the selling price. Henbuk provides facilities for authors to share royalties with other authors (co-authors), publishers, and marketing with an amount that can be determined independently. In addition, the royalty sharing system on henbuk is very transparent. When a transaction occurs, the system will divide the royalties automatically. When a sales transaction occurs, the funds will automatically enter the book owner's digital wallet, so that the balance owned will automatically increase.

Henbuk also provides a marketing strategy that can be used by book owners, namely using marketers to help market their writings. Marketers are the specific users offered in the Henbuk marketplace. This user will sell books using the concept of affiliates or referrals. The henbuk referral system allows anyone to help sell books by sharing referral links. It is different from other similar e-book marketplace platforms

#### IV. CONCLUSION

This study uses a post-positivist paradigm with a qualitative approach and the type of research is descriptive. The unit of analysis is Henbuk.com. In the research conducted, researchers will use this type of research by using narrative or descriptive studies. HENBUK is a Start-Up Digital Company that focuses on the e-Book Marketplace. HENBUK builds digitization of 5 components of the book ecosystem, namely: Reader, Library, Author, Publisher, and Marketer. The goal of the HENBUK digital startup is to simultaneously increase interest in reading in Indonesia while increasing the economic impact of book writers and publishers. There are at least 3 aspects in the commercialization of written works, namely Production, Promotion, and Distribution. The problem-solving approach to these three aspects can be done through a digital transformation through the development of Digital Books / E-Books. Other supporting features that support commercialization are : large author royalties of up to 90%, transparency of royalty distribution between authors and publishers, legal protection, referral marketers.

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