

INDONESIA

Information on the economy and society

Area: 2.02 million sq km; the biggest archipelago in the world with 17,508 islands of which about 6,000 are populated. Capital city Jakarta, with c. 30 million inhabitants (greater Jakarta).

Population: c. 250 million, of whom almost 60% live on the island of Java (6.6% of total land area). Indonesia is the world's fourth biggest country by population, with an annual growth rate of about 1.5% (2010). Its population is young and dynamic.

Age and ethnicity: more than 40% of the population are below the age of 24 (detailed breakdown: 0-14 years: 26.2%; 15-24: 17.1%, 25-54: 42.3%; 55-64: 7.9%; 65 and above: 6.5%). A diverse population with more than 300 ethnic groups and almost as many languages and dialects, the most important influences being Arabic, Malay and Chinese.

Literacy rate: 7.2% (2011)

Languages: only one official language: Bahasa Indonesia. English and local dialects are widely spoken; there are at least 300 different languages and dialects.

Religions: Six recognised religions: Islam (c. 88% of the population), Christianity (protestant and catholic, c. 8%), Hinduism (c. 2%), Buddhism, Confucianism and natural religions.

Gross domestic product (nominal): USD 870.3 billion (2013), USD 856.1 billion (2014, estimated), USD 915.0 billion (2015, estimated)

GDP per inhabitant (estimated): USD 3,509.8 (2013), USD 3,404.0 (2014), USD 3,587.1 (2015)

Inflation (%): 2014: 6.3 % (estimated)

Unemployment: 2014: 5.7%, 2013: 5.8 %

Exports: USD 182.6 billion (2013, estimated), USD 179.1 billion (2014, estimated)

Principle goods: oil and gas, electrical appliances, plywood, textiles, rubber

Most important export countries: Japan, China, Singapore, USA, India, South Korea, Malaysia

Imports: USD 166.7 billion (2013); mostly from China, Singapore, Japan, Malaysia, South Korea, Thailand and USA

Telephone connections

Landline: 38 million (2012)

Mobile: c. 237 million

Internet users: 42 million (Internet live stats)

Most important media: state owned television and broadcasting stations; five private television stations (RCTI, TPI, SCTV, Anteve, Indosiar); approximately 800 private broadcasters and around 300 daily newspapers; independent press and publishing

Currency exchange rate (May 2015) : USD 1 = IDR 12,900 (Indonesian Rupiah); EUR 1 = IDR 14,500

Information on the Indonesian book market

Publishing and content distribution in Indonesia

General information on the market: After the Suharto regime and 32 years of quasi dictatorship, a new middle class started to emerge and the formerly heavily controlled publishing industry started to grow. A large number of new publishing houses were established.

The publishing and bookselling sector has so far not been the subject of government interventions. However, with Indonesia as the Guest of Honour at the Frankfurt Book Fair in 2015, this is slowly changing. The sector is now gaining in importance in terms of the country's cultural policy, and the use of content is undergoing dynamic development. The biggest challenges facing the market: piracy; low levels of distribution or translations of Indonesian content into other languages, especially Western languages.

Number of publishers: 1,317 publishers registered with IKAPI (Indonesian Publishers Association). Of these, about 1,200 are considered active publishers. However, the National Library Deposit Statistic mentions 3,227 publishers. Most publishers are private, but there are also a few state-owned groups. Most publishers are trade publishers. There are at least 100 specialised publishers.

Categories in higher demand: children's books, fiction & literature, religion, textbooks. Religious (Islamic) books account for at least 30% of the market.

Market size (turnover) 2013: c. EUR 48.1 million; 2012 c. EUR 41.2 million. Turnover of book publishing in Indonesia grew by six per cent each year from 2007 to 2012. The sector's growth has been stimulated by Indonesia's broader economic growth, the rapidly expanding middle class, and the increasing importance of education. There is significant correlation between the nominal GDP growth and the household expenditure on books.

Number of titles produced annually: c. 40,000

Book Sales

33,199,557 copies of books were sold in Indonesia in 2013 (figures: Gramedia Book Stores)
The main categories for book sales in Indonesia, in terms of share of total sales value are:

- Children's books 22.11%
- Fiction and literature 12.64%
- Religion and spirituality 11.77%
- School and curriculum 9.21%
- Reference and dictionaries 5.99 %
- Other 39%

Other categories that contribute significantly (2% to 5%) to the total sales value are business and economics, computing and the Internet, self-development, social sciences, cooking, and agriculture.

Number of translations/original editions: more than 40% of published books are translations. Indonesia is the biggest rights buyer in South East Asia.

Print runs: typically 4,000 to 5,000 copies; around 10-20% sell between 10,000 to 100,000 copies; some titles have achieved exceptional sales, such as Andrea Hirata's *Laskar Pelangi* (The Rainbow Troop), which is estimated to have sold about three million copies.

Some of the larger publishing houses

- Gramedia (<http://www.gramedia.com/>)
- Mizan (<http://mizan.com/>)
- Agromedia (<http://www.agromedia.net/>)
- PT Erlangga / Erlangga Group (www.erlangga.co.id)
- Penebar (<http://www.penebar.com/>)
- PT Balia Pustaka (www.balaipustaka.co.id) and PT Balia Pustaka, online book store (www.balaipustakaonline.com)
- BPK Gunung Mulia (www.bpkgm.com)
- PT Intan Pariwara (www.intanpariwara.co.id)
- CV Penerbit Andi Offset (www.andipublisher.com)

Gramedia Book Publishing Group, www.gramediainternational.com: 37.8% of market share; part of Kompas Gramedia Corporation (www.kompasgramedia.com); other members of this group include the most important bookstore chain in the country (Gramedia bookstores), as well as television, newspapers, magazines and printers. Gramedia has seven imprints. It is also active in the hospitality sector, and runs language and cultural centres. In 2015 it had 152,891 titles in print, of which 9,727 were front-list, and 143,164 back-list titles. It has 12,000 digital books.

Mizan Publishers: founded in 1983 by three university students and two of their lecturers, its original goals were to develop a new genre of Islamic literature in Indonesia. Now it is a publisher with at least seven imprints, and is involved in digital publishing, etc. It is developing into an international knowledge company.

- In 2011 there were about 100 Islamic publishing houses in Indonesia. Many other publishers also have titles about Islam on their lists. Whereas in the past the Islamic titles

were classical Arabic literature, today a huge number of Islamic titles exist in the fields of self-help, children's books and novels – indeed, in almost all categories.

Most important academic publishers

- Gramedia (<http://gramediabooks.com>)
- Gunung Agung (www.tokogunungagung.co.id)
- Gadjah Mada University (<http://gmup.ugm.ac.id/home/index.php>)
- Universitas Indonesia (www.penerbit-ui.com)
- KITLV Press (www.kitlv.nl; KITLV publications are now published by Brill, and a small share is owned by Leiden University. A branch is still open in Jakarta).

See: www.pnri.go.id/Penerbit.aspx for a list of all publishers in Indonesia.

Book prices

Depending on the title in question, average prices for printed books are as follow:

- Textbooks: between EUR 0.60 – 3
- Novels: EUR 4 – 6
- Children's books: EUR 2 – 4
- Coffee table books: these can be much more expensive, costing as much as EUR 40 or even more.

No fixed prices for books. Bookshops sell according to their own calculations. Distributors receive up to 50% of the retail price. It is hard players to get a presence in larger bookshops, if they are not big publishers.

Discounts for the public

- In big book shops: certain sales activities
- Book fairs: prices always discounted. Book fairs are often used to off-load stock.

Copyright Laws

- A National Copyright Law has existed since 1982, with amendments in 1987 and 1997. In 2003 a new Copyright Law was introduced. Signatory to Bern convention since 1997, and ratification of WIPO Copyright Treaty 2002. Reproduction Rights Agency since 2009.
- Piracy: Copy shops at universities produce textbooks; piracy is generally a big business, and includes the use of unauthorised translations. IIPA has asked the Indonesian government to work more closely with the rights holders, including IKAPI. However, Indonesia is still on IIPA's Priority Watch List. In 2011, police raided book kiosks close to universities.

Rights and licences

Translations into Bahasa Indonesia

Around 40–50% of all published titles are translations, mostly from English, Arabic, Chinese, Korean or Japanese.

These are mostly novels, children's books (including mangas, and "Korean wave" books), management, self-help and social sciences titles.

Translations from Indonesian to other languages

- Currently only a small amount of content is translated from Indonesian into other languages, mostly into Malay.
- More than 280 titles are translations from Indonesian into English inside Indonesia. the Lontar Foundation is an important player in this field: www.lontar.org
- In 2013, only 0.1% of all German licence sales were to Indonesian publishers (seven books in all). In 2012 there were six (0.1%), in 2011, 12 (0.2%) and in 2010, 30 (0.4%).
- In preparation for Indonesia's Guest of Honour presentation, the National Committee has established a translation funding programme, the I-LIT: <http://islandsofimagination.id/article/read/5>
- A large number of existing translations in English and German can be seen and purchased at: www.publishing-indonesia.com

Authors

- Indonesia has a long oral tradition, with expressive poetry and prose. One of the country's most important writers was Pramoedya Ananta Toer (1925-2006), who received the PEN Freedom Award. He published more than 30 works, which have been translated into 20 languages. For a long time Pramoediya was expected to receive the Nobel Prize for literature, though this never happened. The younger generation of authors includes Ayu Utami (Saman), Andrea Hirata (The Rainbow troupes), Laksmi Pamuntjak, Linda Christianti and many more.
- http://en.wikipedia.org/wiki/Category:Indonesian_writers

Exports and imports

- Indonesia achieved 19% compound annual growth in its book exports from 2007 to 2012. The major export destinations are Pakistan, Singapore, the United Kingdom, Nigeria and Hong Kong (China).
- Indonesia imports books mainly from the Netherlands, Singapore, Hong Kong, USA, UK, Japan, Saudi Arabia, Lebanon and Syria.
- In 2011, there were around 20 main book importers, most of them in Jakarta. Some of these are also retailers (Gramedia, Iswandi Lestari). Many have specialisations. E.g. Sagund Seto and CV Pentasada Media Edukasi focus on medical books; Triad Book Centre specialises in ELT and CV Spektra Anugerahabadi in social sciences.
- Taxes: import taxes are 10%, with an exception for educational and religious titles. Except for academic books, import duties are also applicable.
- STM titles are in high demand, especially for educational institutions, libraries, companies and academics. STM, economic and IT titles are mostly imported from the US, and increasingly from India.

Retailers and online bookshops for Indonesian and imported titles

- Altogether there are 1,200 bookshops in the country, 280 of which are run by just seven big players.
- The biggest booksellers in Indonesia are Gramedia (at least 100 outlets across the country), and Toko Gunung Agung (www.tokogunungagung.co.id), with 32 outlets in Java and Bali. Some shops, mostly in Jakarta, carry (imported) English language titles.
- International bookshops include Kinokuniya (Jakarta), Periplus and Times Bookshop, as well as Aksara.
- Many publishers have their own online bookshops (Gramedia, Mizan, UI Press etc.). Other online stores for print and e-books include: Qbaca (www.qbaca.com-Telkom); Bukuon

(Indosat IM2); Wayang Force (www.wayang.co.id) and Scoop (www.getscope.com), both of which sell more e-magazines than books, and their books are mostly light in quality; Aksara Maya (www.aksaramaya.com – e-bookshop, conversion etc); bukukita.com; bukabuku.com; and tokobuku.com. There is also www.buquindonesia.com, an ecosystem which uses its own format. Otherwise, epub3 formats are often used.

Distribution channels

- Because of the geographical situation of the Indonesian archipelago, book distribution represents a huge challenge. Distribution is costly, and only the retailers in the big cities have a good choice on offer.
- While no official figures are available, some number them at 40-45 distributors across the country, some mention 150. Some larger publishers have their own distribution function and often serve smaller publishers on their distribution.
- Some publishers, especially those with English language titles, distribute internationally, e.g. Lontar and Equinox – which sells via Amazon and others – delivering both e-books and print-on-demand.

Digital publishing

- Until now, e-book sales have only made up about 2% of total turnover. Not all publishers have started publishing e-books, not least because of the omnipresent piracy challenge. Most people read on tablets rather than e-readers. Persona Edu now produces an e-book reader (tablet) together with Gramedia.
- With a growing middle class, education is becoming more and more important. Indonesia's youth are very digitally minded, and the country has the third largest facebook and twitter communities worldwide.
- In 2013 there were c. 63 million social media users, and about 45% of the population used mobiles to read and study. In 2006 the ministry of education planned to make digital textbooks available all over the country, and it went on to produce its own teaching material. This resulted in a fiasco, and some publishers of the original textbooks ended up printing the digital material as the (often poor) schools were unable to use it. Teaching of e-learning is mandatory.

Libraries

- The National Library collects all titles published in Indonesia.
- In 2009 there were 1,062 public libraries, 816 specialised libraries, 118,599 school libraries and 2,428 academic libraries.

More information to follow.

Education

- Mandatory education for nine years: six years primary and three of lower secondary.
- 20% of the national budget is dedicated to education, amounting to about EUR 21.5 billion in 2011.
- As the biggest country in South East Asia, Indonesia has the third largest education system in Asia, and the fourth largest in the world. There are around 55 million students, three million teachers and more than 236,000 schools in 500 districts. These fall under the auspices of the Ministry of Education and Culture as well as the Ministry of Research and Technology, with a smaller part covered by the Ministry of Religious Affairs. Private schools:

seven per cent of primary schools, 56% of secondary, and 67% of tertiary. The curriculum was changed in 2013, and English language teaching from primary school has been abandoned. This is being challenged at the moment. Nevertheless, due to the rising demand for supplementary material, educational publishing is a very attractive area.

http://www.indonesianembassy.org.uk/education/education_system1.html

Educational publishing

This section will be updated in the near future.

Book fairs

Indonesia International Book Fair is the largest annual book fair in Indonesia (2015: September). Major local and international publishers participate in the fair, although it is more of a bookselling event with large discounts available; mainly national publishers take part, with their sales team. For the past few years a rights fair has been held. Jakarta is the main location for book fairs, hosting as many as four each year, including the Islamic Book Fair, the Jakarta Book Fair and the Indonesia International Book Fair. Other cities also hold annual book fairs, such as:

1. Bandung (four book fairs)
 2. Jogjakarta (two book fairs)
 3. Solo, Surabaya, Banjarmasin, Banjarbaru, Medan, Padang (one book fair each)
- Apart from exhibitions organised by Ikapi, many regional book exhibitions are run by local event organisers, including universities.

Frankfurt Book Fair 2015 Guest of Honour

Indonesia will be Guest of Honour at the 2015 Frankfurt Book Fair

Major copyright agencies in Indonesia

Borobodour Agency, established by IKAPI. Contact: Mr Nung Antasana
nung@borobuduragency.com

It appears that Mizan wants to establish a copyright agency.

Association contacts

Indonesian Publishers Association (IKAPI)
Secretary General: Husni Syawie (husni@ikapi.org)
Jalan Kalipasir, No. 32, Cikini, Jakarta 10330, INDONESIA

Sources

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Buch- und Buchhandel in Zahlen 2014
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Gramedia report
Foreign Office websites
Internet live stats, etc.

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