

Chasing AI

Catch Its Positivity for Publishing Industry

Ani Nuraini Syahara - Indonesia
Asian Publishers Fellowship Program 2023 - KOPUS

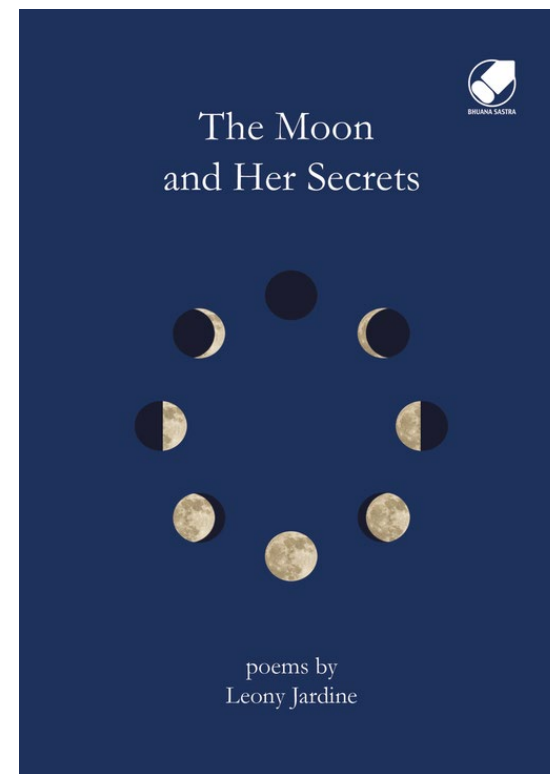




Hello! My name is **Ani Nuraini Syahara**, editor from **BIP, Indonesia**.

Graduated from Indonesian Literature, I joined Bhuana Ilmu Populer Publishers in 2015 as an editor. From the beginning, I have handled **educational comic and novel books**, both domestic and foreign-translated books, in several genres such as romance, mystery, thriller, fantasy, slice of life, and many more, which targeted middle grade to young adult readers.

These are a few of my editing works:





My interest in social media led me to develop the Instagram account **@bhuanasastra** with the team, in addition to the main publisher's account, **@bipgramedia**.



One of the successful authors I manage is Valerie Patkar, who already released 6 best-selling novels and still counting. We are developing a fictional universe called "**Dunia Loversation**", which is a collection of Valerie Patkar's works. It's not only limited to book form but also can be expanded into other potential formats. "Dunia Loversation" provides a reader community through a WhatsApp group, serving as a platform to gather, share stories, and connect with each other.



Now, I am also assigned to the **BIP learning and development** team, particularly for editors. We will evaluate editors' skills and provide training to maintain and improve their skills.

Bhuana Ilmu Populer was established on September 22, 1992. BIP has grown into one of the major publishers in Indonesia under Kompas Gramedia Group. BIP mainly focuses on publishing children's books, such as educational comics, fairy tales, picture books, and activity books for toddlers and children. However, BIP also includes nonfiction books on topics like health, business, leadership, motivation, self-help, and educational support, as well as novels in several genres.

Every year, BIP publishes over 300 books, with 60% of them being toddler's and children's books. BIP has imprints for specific categories: Bhuana Sastra for novels, Genta for Christian books, and Qibla for Islamic books. In line with the digital era, BIP books are also available in the form of ebooks and audiobooks, which are available on Gramedia Digital and other third-party platforms.

Meet us at:

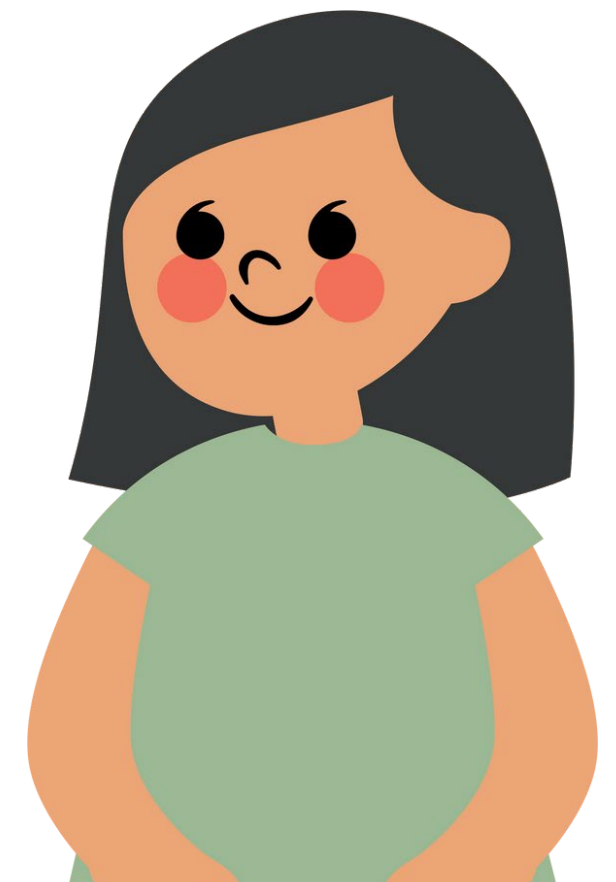
Website penerbitbip.id

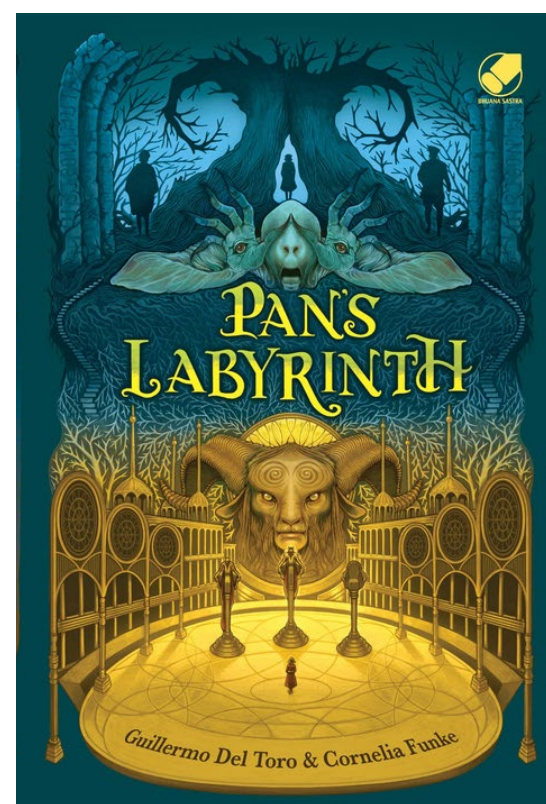
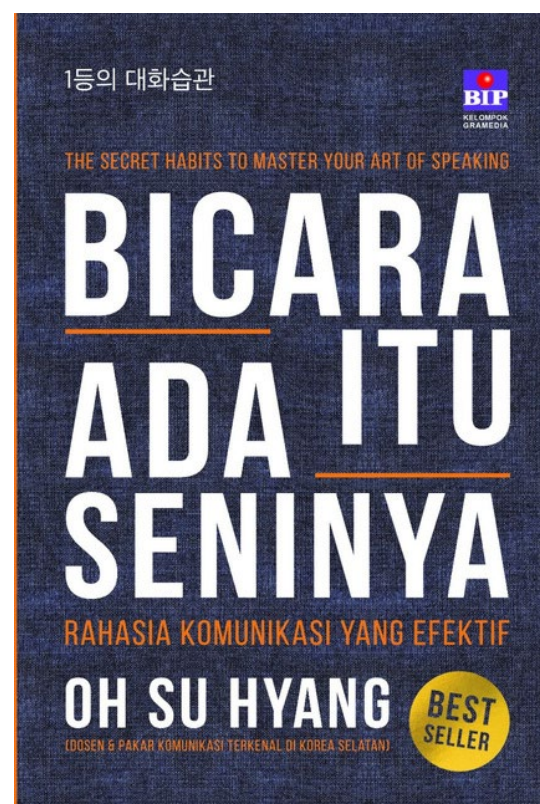
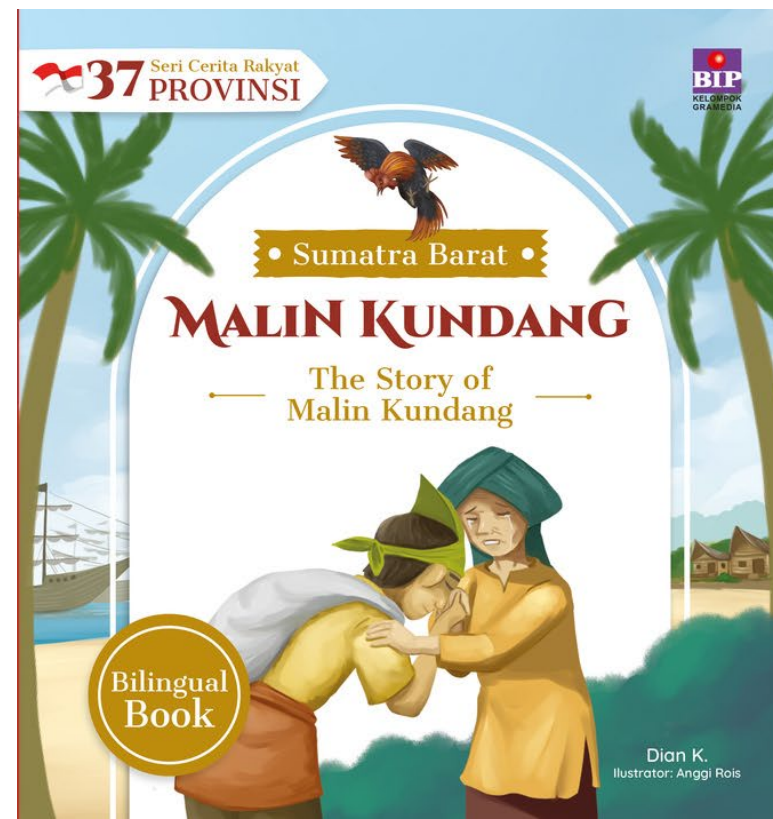
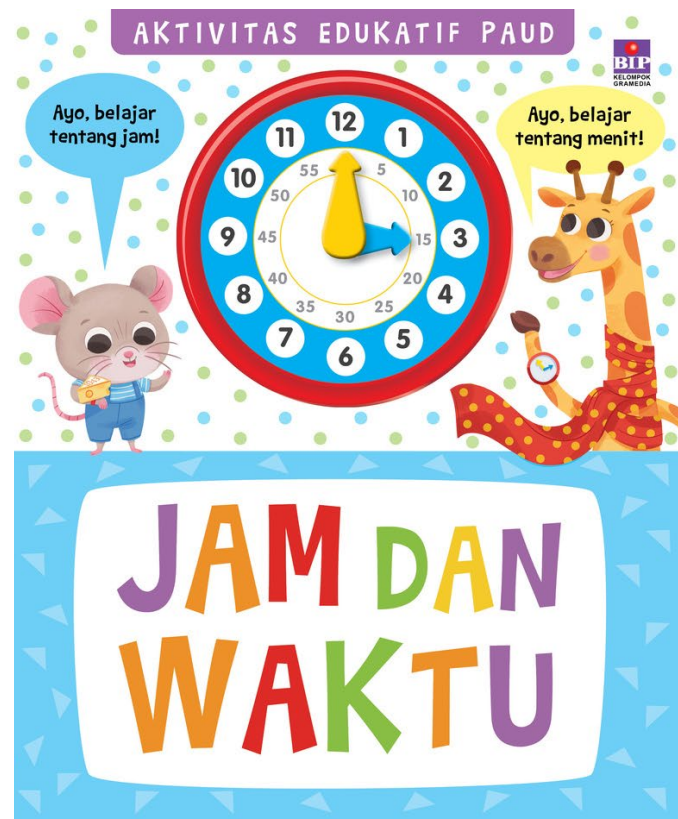
Instagram @bipgramedia @bhuanasastra @bip.digital

Twitter @Penerbit_BIP

TikTok @penerbitbip

YouTube Bhuana Ilmu Populer





About book trend in Indonesia, I tried to ask AI....

A Hello, ChatGPT. What is the book trend in Indonesia currently?

I'm sorry, but I still don't have access to real-time data or information about current trends in Indonesia or any other specific region. My knowledge is based on information available up to September 2021, and I cannot provide updates on current book trends.

To find out about the current book trends in Indonesia, I would recommend checking with local bookstores, libraries, or online book communities and forums that focus on Indonesian literature. You can also explore Indonesian book-related websites and social media groups or consult with book enthusiasts and experts in Indonesia who may have more up-to-date information on what's popular in the country's literary scene.

A Hello, Bard. What is the book trend in Indonesia currently?

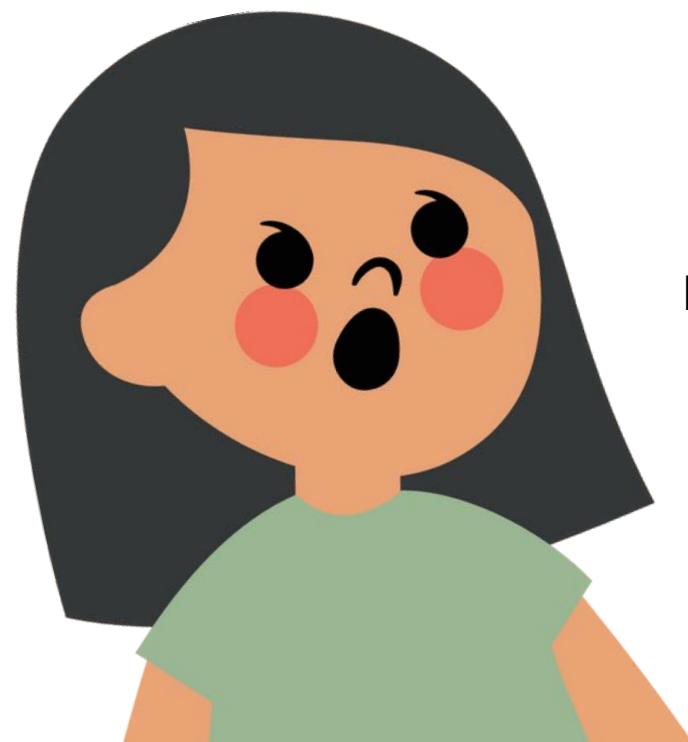
Hi there! Here are some of the book trends in Indonesia currently:

- **Self-help and motivational books:** These books are popular among Indonesian readers who are looking for inspiration and guidance in their personal and professional lives. Some of the most popular self-help and motivational books in Indonesia include "The Secret" by Rhonda Byrne, "Think and Grow Rich" by Napoleon Hill, and "Rich Dad Poor Dad" by Robert Kiyosaki.
- **Romance novels:** Romance novels are another popular genre among Indonesian readers. These books offer a chance to escape from reality and indulge in some escapist fiction. Some of the most popular romance novels in Indonesia include "The Notebook" by Nicholas Sparks, "Twilight" by Stephenie Meyer, and "After" by Anna Todd.
- **Thrillers and mysteries:** Thrillers and mysteries are also popular genres among Indonesian readers. These books offer a good dose of suspense and excitement. Some of the most popular thrillers and mysteries in Indonesia include "The Girl with the Dragon Tattoo" by Stieg Larsson, "Gone Girl" by Gillian Flynn, and "The Woman in the Window" by A.J. Finn.
- **Young adult fiction:** Young adult fiction is a popular genre among Indonesian teenagers. These books deal with themes that are relevant to teenagers, such as love, friendship, and identity. Some of the most popular young adult fiction books in Indonesia include "The Fault in Our Stars" by John Green, "To All the Boys I've Loved Before" by Jenny Han, and "The Maze Runner" by James Dashner.
- **Local fiction:** There is also a growing interest in local fiction among Indonesian readers. These books offer a glimpse into Indonesian culture and society. Some of the most popular local fiction books in Indonesia include "Perahu Kertas" by Andrea Hirata, "Laskar Pelangi" by Andrea Hirata, and "Bumi Manusia" by Pramoedya Ananta Toer.

In addition to these genres, there are also a number of other book trends in Indonesia, such as the rise of audiobooks, the popularity of e-books, and the increasing number of book clubs. The book industry in Indonesia is growing and evolving, and it will be interesting to see what new trends emerge in the years to come.

I hope this helps!

Google it



Is that true?

Book Trend in Indonesia

Novels

Domestic books are rising. There are a lot of new authors from various online writing platforms. Meanwhile, for the foreign-translated books category, Asian Literature still popular among the readers.

Comics

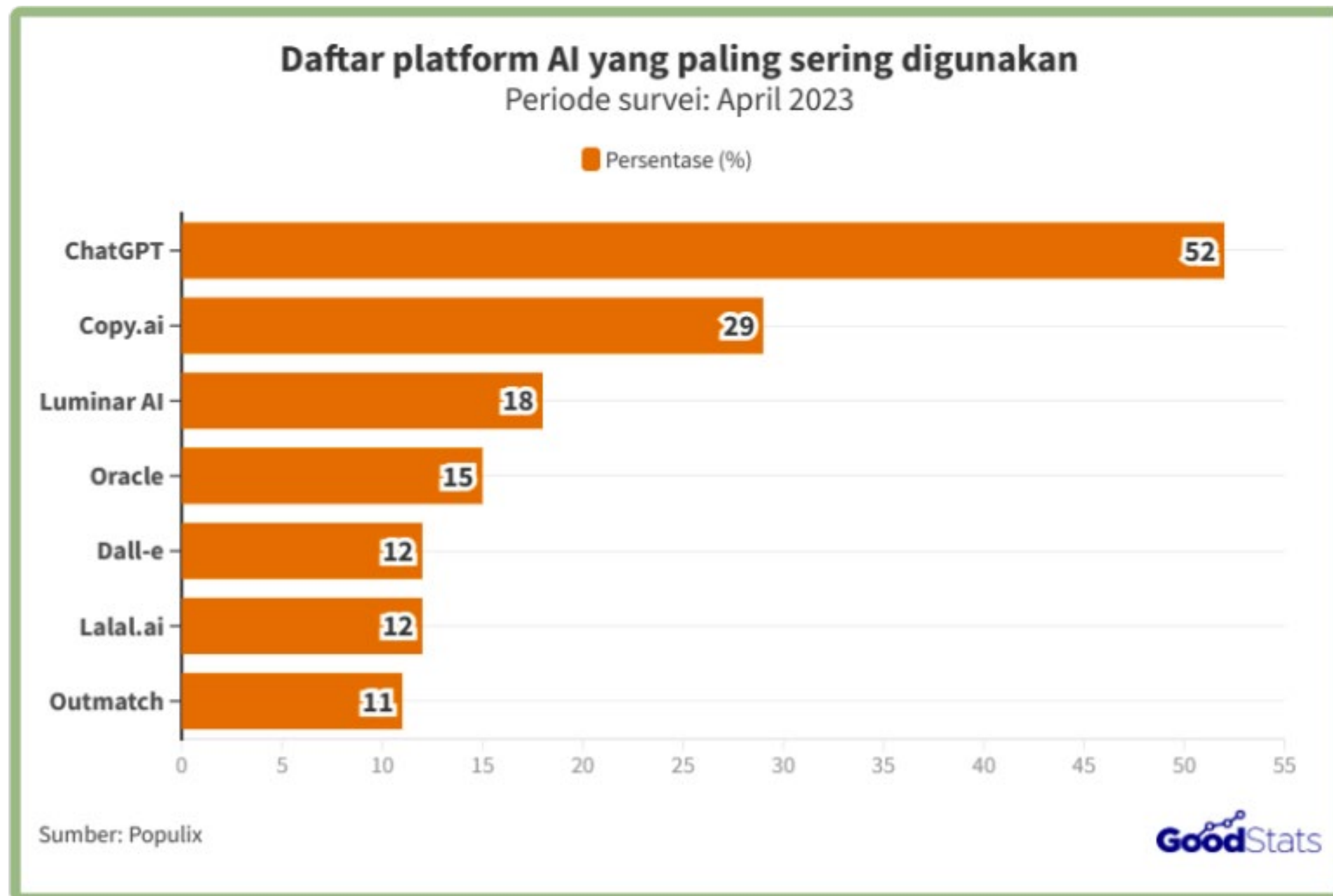
Mostly originating from Korea and Japan. Not only for entertainment, people nowadays (especially the parents) are seeking educational comics, such as Why series, Stingy Family, Plants vs. Zombies, and many more.

Nonfiction

The success of Korean self-help books brings the domestic self-help books to the top shelf as well, targeting the young and young adult readers.



Let's talk about AI in Indonesia....



A survey on the use of AI among 530 workers and entrepreneurs in Indonesia during the period of April 2023.

Source:

<https://goodstats.id/article/daftar-platform-ai-yang-paling-sering-digunakan-di-indonesia-chatgpt-teratas-DPyuE>

Chatbot

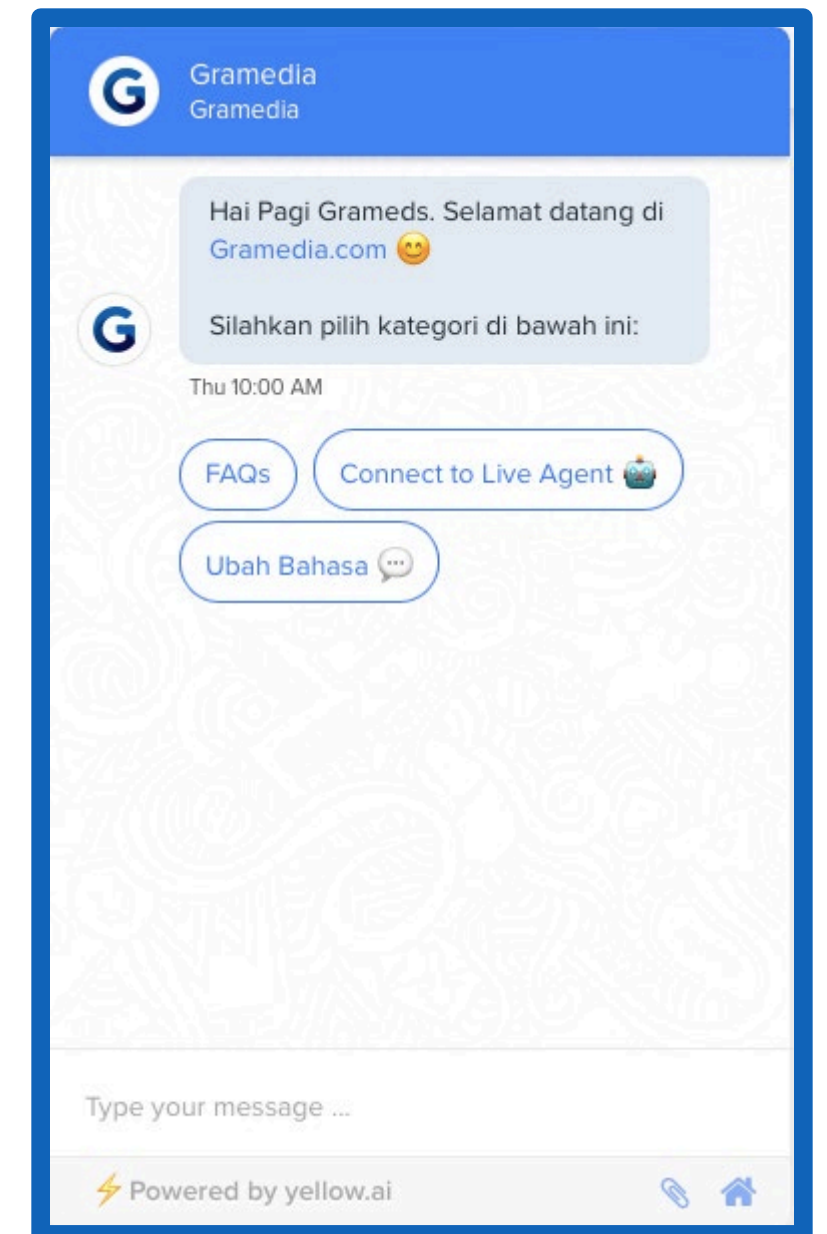
The presence of ChatGPT seems to be a historical milestone, even though AI has existed long before. In Indonesia, ChatGPT become the most used AI platform. Chatbot-AI also utilized as a virtual assistant/customer service by many company, included our online bookstore [Gramedia.com](https://www.gramedia.com).

Writing assistant

The increasing of high quality content requires a high quality writings as well. Not only for improve the text—spell checker, grammar correction, etc—writing assistant also helps to dig deeper for ideas.

Image generator/Digital image processing

In line with ChatGPT, Dall-e, another OpenAI's product which can generate text to image, has become a hit in Indonesia. Another viral moment in the use of AI comes from [Snow app](#), when people posted their faces in K-beauty looks.

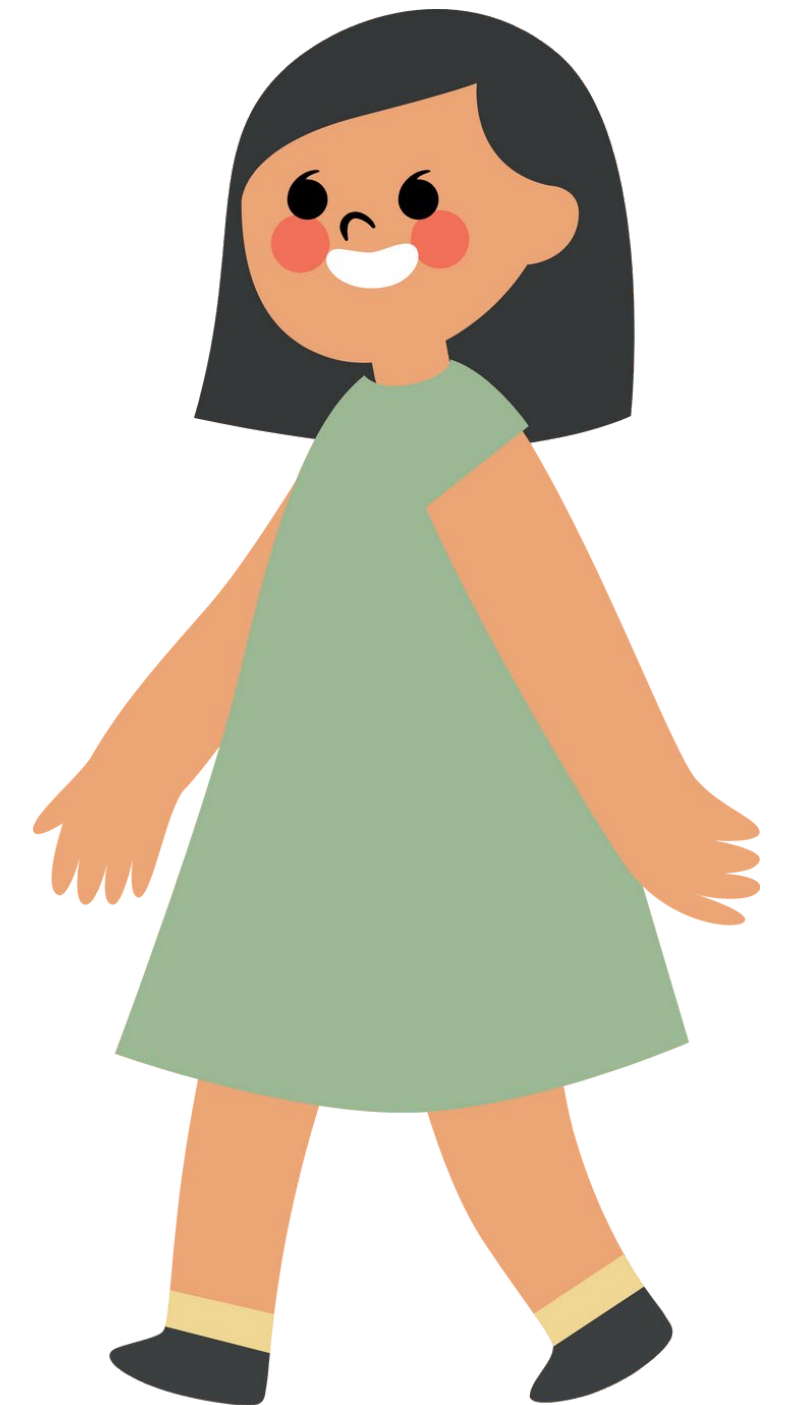


Chatbot on Gramedia.com

My Personal Experience Using AI as a Book Editor

Editorial Purpose

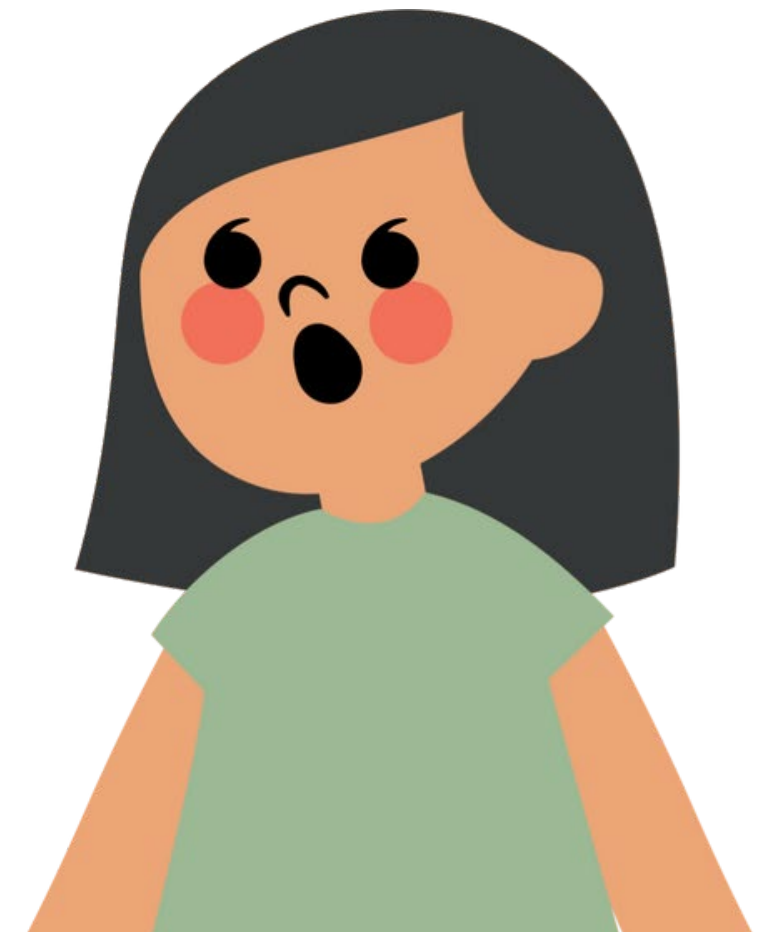
- **Book review:** I look for the details about a book, especially US and UK books. I faced some difficulties in searching for books from Korea. And also, i used to be aware of some false information they provide.
- **Book recommendations to be published:** Not too works because sometimes they recommended books that already published in Indonesia.
- **Translation:** Using the power of AI to translate and rephrase.
- **Editing:** It helps when we work on the foreign books, because the language is more formal and matches with the AI language. But for domestic books, especially in fiction for teenagers and young adults that use informal ways both in the dialogue and narration, AI could not be applied as an editing tool.



Marketing Purpose

- **Content ideas:** Provide ideas for social media content.
- **Writing articles:** Helps me to get another insight and gather related information while writing some articles.

From my experience as a book editor, using AI tools does provide efficiency. But I also take note that the work of AI is not ready-to-use instantly, but still need human touch and improvement.



Potential Use of AI

- Be a prompt-writer to “write” a story.
- Make a storyboard/illustration sketch as a guidelines for the designer.
- Cover or illustration made by AI.
- Create content for marketing purposes.
- Digital visualization for the author and/or the character of the story.
- Analyzing habits of user for a personalize recommendation.
- Virtual book assistant.



So, in this race between human and technology....

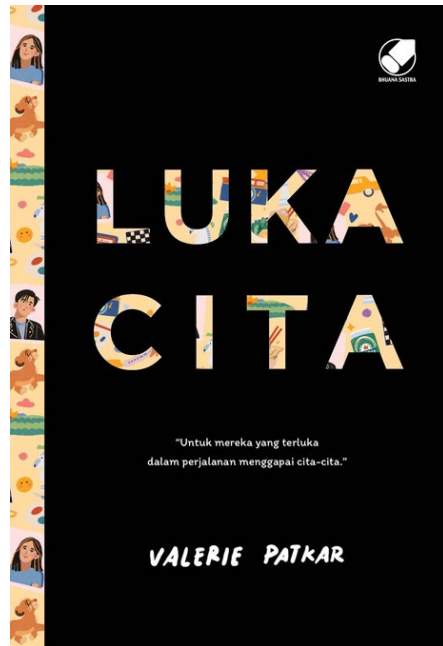
We need:

- more discussion,
- explore another utilization,
- evaluate,
- upgrade our own competencies to catch up, so we do not left behind!

And keep calm~



Last but not least, let me recommend our books!



The Pain of Dream

448 pages, 13 x 19 cm. Young adult romance.

Lukacita is a story of dreamers who are betrayed by their own dreams. There is an idealistic startup founder named Javier and a cowardly former chess athlete named Utara. When they are about to give up on fighting for their dreams, they meet to learn to forgive all the things in their life.

[Online bookstore!](#)



House of Bee

288 pages, 13 x 19 cm. Mystery, thriller.

This is a mystery story with unexpected ending. Mala, a 6-year-old girl, lives with her parents in a small house. But Mala always talks about six strangers who live with her in her house. Who are these strangers? What secrets do they hold?

[Online bookstore!](#)



Nusantara's Ghost Stories

200 pages, 17 x 22 cm.

Created by a local comic artist, this is a story about 6 friends who go to an amusement park. However, after returning from there, their lives change. They start seeing ghosts frequently. What actually happened?

[Online bookstore!](#)

Thank you!

