



WOW, I CAN MAKE A
CHILDREN BOOK BY
GENERATING AI TOOLS
IN SECONDS! OR IS IT?



NOVALYA PUTRI

Bhuana Ilmu Populer (KOMPAS GRAMEDIA GROUP)

HI, MY NAME IS NOVALYA PUTRI

- A BACHELOR DEGREE IN ENGLISH LANGUAGE & LITERATURE, AND CHILDREN BOOK EDITOR FOR ALMOST 11 YEARS IN BHUANA ILMU POPULER.
- I've edited more than 400 books and proofread more than 500 manuscripts.
- I've maintained more than 60 webinars during pandemic.
- a speaker for several webinar regarding to children book writing class or children literature.
- Editor & developing team mentoring junior editor & evaluating working effectiveness of each editor.



G Gramedia
Kids & Parents Festival
Aktivitas untuk Anak
"Fun Storytelling Time with BOOKR Class!"

Speaker: Rika Triyani (Komunitas Pondokong), Novalya Putri (Editor Buku BIP), Anggia Aranangsari (Gramedia Digital)

Moderator:

Sabtu, 23 Juli 2022 | 10.00 - 11.00 WIB | Tiket Pre-Sale Rp 50.000

Link Pendaftaran: https://bit.ly/wl_23

KULIAH WHATSAPP #3 persembahkan @CeritaKita

EDITOR PASTI SUKA NASKAHMU! MAU TAU CARANYA?

MATERI

Sesi 1: 10 Hal yang Wajib Diketahui Calon Penulis Buku Anak | Pemateri: Watiel Idea dan Nindia Maya

Sesi 2: Tips agar Naskahmu Disukai Editor | Review Naskah Terpilih oleh Editor | Pemateri: Novalya Putri

IKUTI Kulwapp bareng editor buku anak penerbit mayor KAK NOVALYA PUTRI

KAMIS dan SABTU 10 Sept dan 11 Sept 2018 | 10.00 - 12.00 WIB | Durasi: 3jam/sesi

G Gramedia
Bergerak, Berprestasi

Sharing dengan Editor Penerbit Bhuna Ilmu Populer (BIP)

KREATIF MENULIS CERITA ANAK
SUDUT PANDANG EDITOR

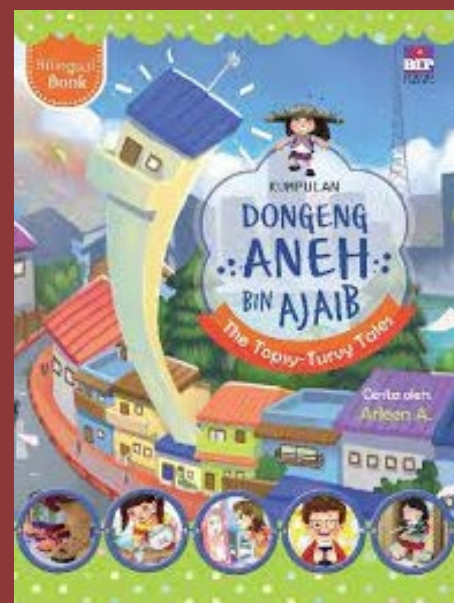
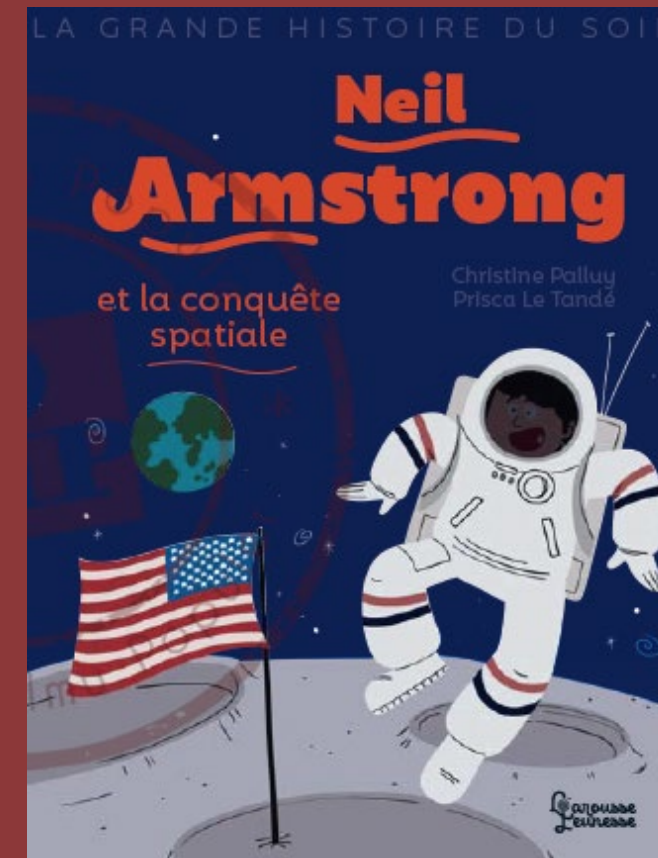
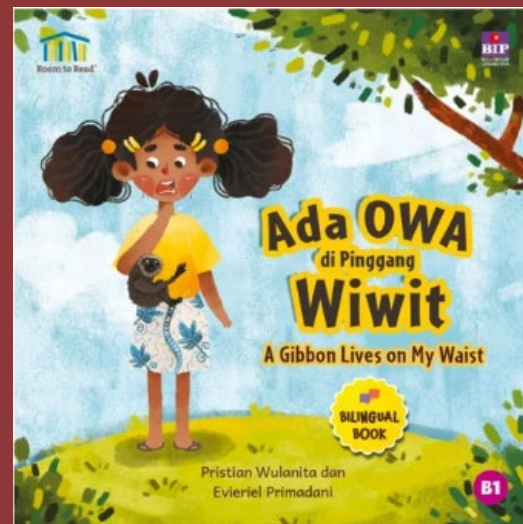
Kamis, 25 Maret 2021 | pukul 15.00 WIB

BOOKPRIZE COORDINATOR & PARTNER

NOVALYA (Editor Buku Anak BIP), DAMAR (Editor Buku Anak BIP), VERA (Editor Buku Anak BIP)

Live zoom GRATIS

BOOKS I'VE EDITED



Picture Book

Naratif nonfiction pic-book

Children novela

BHUANA ILMU POPULER

(Kompas - Gramedia Group)



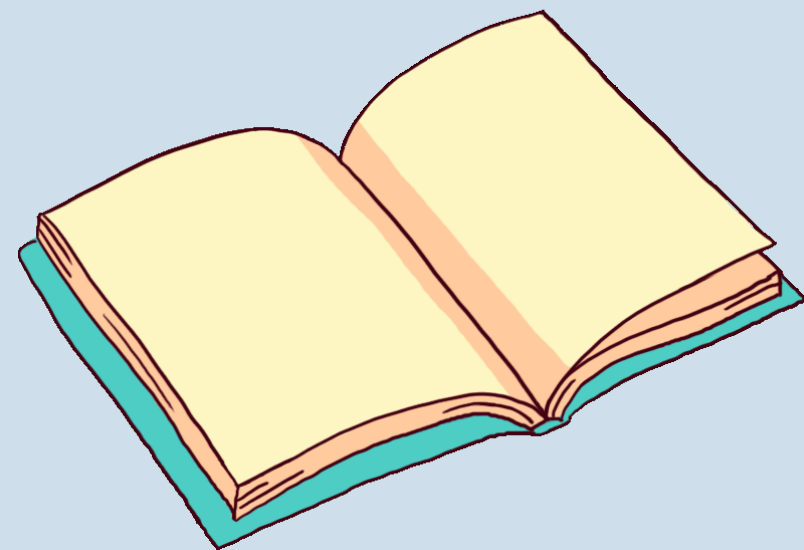
Bhuana Ilmu Populer established on September 22, 1992. BIP has grown into one of the major publishers in Indonesia under Kompas Gramedia Group. BIP mainly focuses on publishing children's books, such as educational comics, picture books, kid's encyclopedia, and activity books for toddlers and children.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

Every year, BIP publishes over 300 books, with 60% of them are toddler's and children's books. BIP has imprints for specific categories: Bhuna Sastra for novels, Genta for Christian books, and Qibla for Islamic books. BIP also publishes (e-books) in book reading app Gramedia Digital (also published other publisher's e-books). Until now, BIP has published thousands of book titles that are offered to various schools and libraries throughout Indonesia.

TRENDING BOOKS 2023 IN INDONESIA

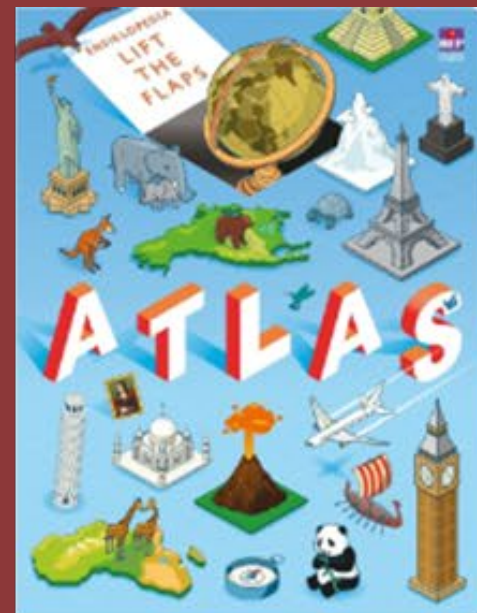
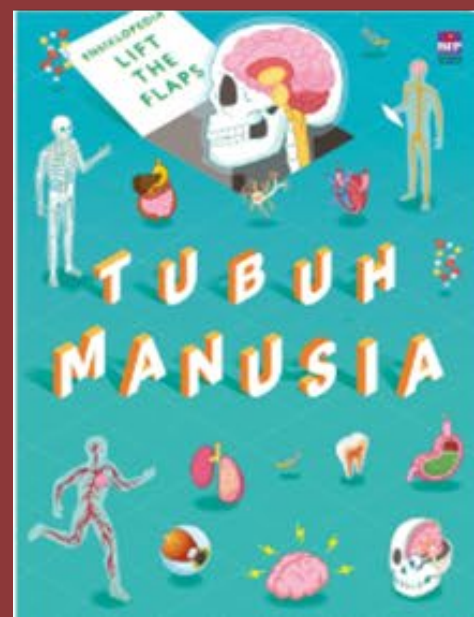
Januari-August 2023 sales data Gramedia Store Books

Department	% Growth
DEP NOVELS	-3,8%
DEP CHILDRENS BOOKS	12,9%
DEP COMICS	-4,0%
DEP SOCIAL SCIENCES	6,5%
DEP PARENTING & FAMILY	-21,1%
DEP SCIENCE & NATURE	-11,9%
DEP PSYCHOLOGY	9,9%
DEP ENTERTAINMENT	30,1%
DEP HOME & LIVING	-2,7%
DEP CRAFTS & HOBBIES	-17,9%
Total	1,1%



- Gramedia is the biggest book store company in Indonesia. We have 120 stores.
- Overall, the most popular book genres are novels, children's books, textbooks (school books), religious and non-fiction (business, self-improvement, etc).
- The growth shows that entertainment books has the most growth but the data doesn't show the most trending.

CHILDREN'S BOOK TREND IN INDONESIA



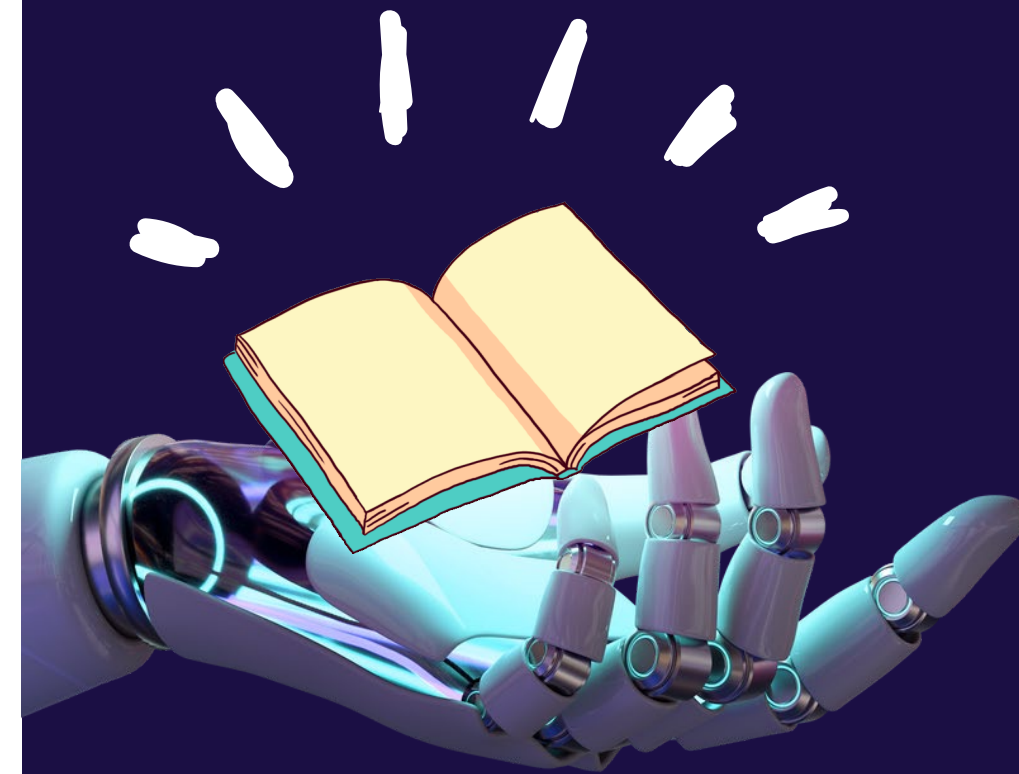
Applying AI in publishing

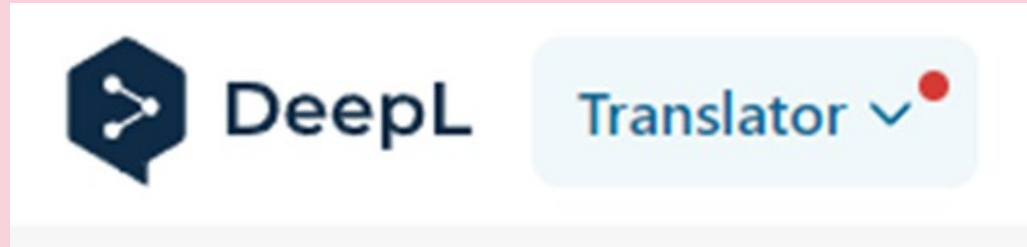
EDITOR

GRAPHIC DESIGNER

SOCIAL MEDIA STRATEGIST

MARKETING





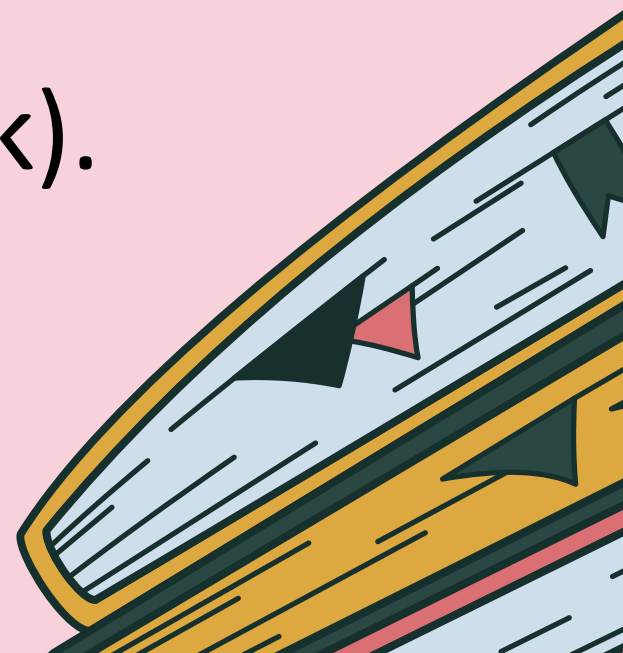
sinonimkata.com

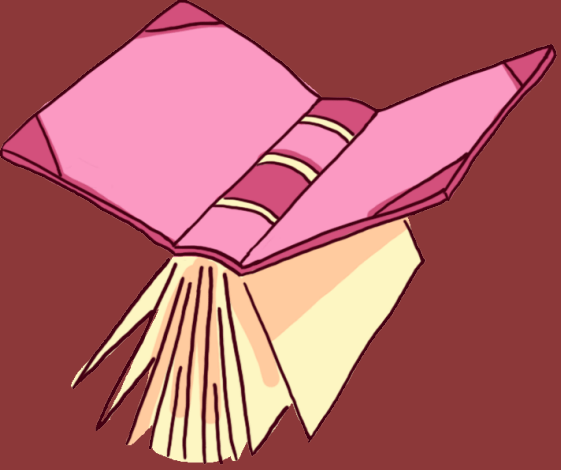
ChatGPT ●

≡ Google Translate

EDITOR

- Analyzing social media conversations and reader buying trends, then designing products.
- Creating content product using AI (includes illustration AI generator for helping authors and illustrator understand what we need to make the illustration perfect.
- Language checks (e.g. grammar & sentence structure check).
- Fact check in both fiction and nonfiction books





- Creating best seller books promo by design
- Detecting plagiarism in reviewing manuscripts.
- AI can be used to quickly process large amounts of data. This helps publishers understand:
 - Reading preferences
 - Find popular topics
 - Predicting the success of published books

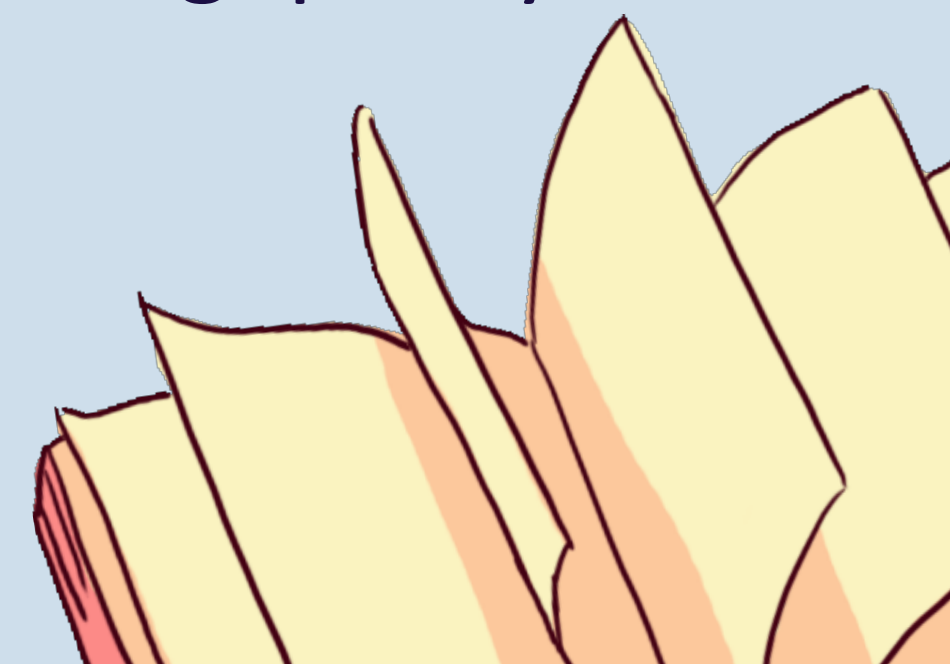


BUT, IS AI A PURE ANGELIC SAVIOR FOR EDITORS AND PUBLISHERS?

AI technology can be used to automate editing and publishing processes, which reduces the number of editors and publishers. This has the potential to cause reduced creativity and diversity in writing.

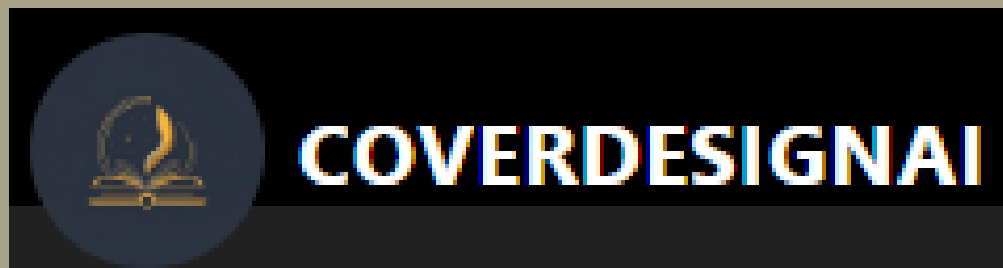
Decreased quality of books.

AI does not have much of the personal insight and experience that professional editors have, which is important in publishing quality books.



Designer

Designers can use a lot of AI editing picture apps beside their main apps (Adobe Illustrators/Photoshop/Indesign). This can helps them to create more interesting/unique book cover. This can make a third party for designing book covers.



SOCIAL MEDIA

STRATEGIST

Using some smart tools in social media to find the right KOL

- To maintain SEO's rank on Google the digital marketing team can use Google Trends and other apps to see the whats trending now.
- They can also use AI apps to make design content and even can make social media calendar template.



MARKETING

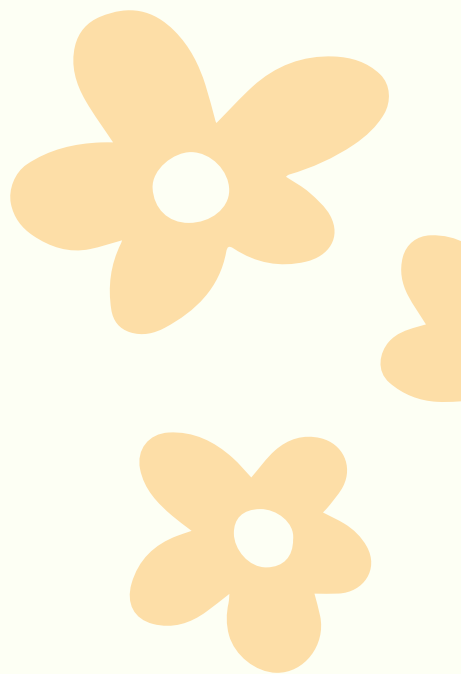
- Analyze buying habits and profiles in the database to recommend products according to current circumstances.
- In retail industry, AI systems analyze large amounts of data in real-time, and understand and shape customer behavior patterns to provide goods and services in a personalized way that improves the purchasing experience.
- Social media is still the best area to do the marketing to plans some events, such as webinar, IG Live, videos, posts related to author and stories behind the book.





WOW, I CAN BE A CHILDREN BOOK AUTHOR PICTUREBOOKS USING AI TOOLS IN SECONDS! OR IS IT?

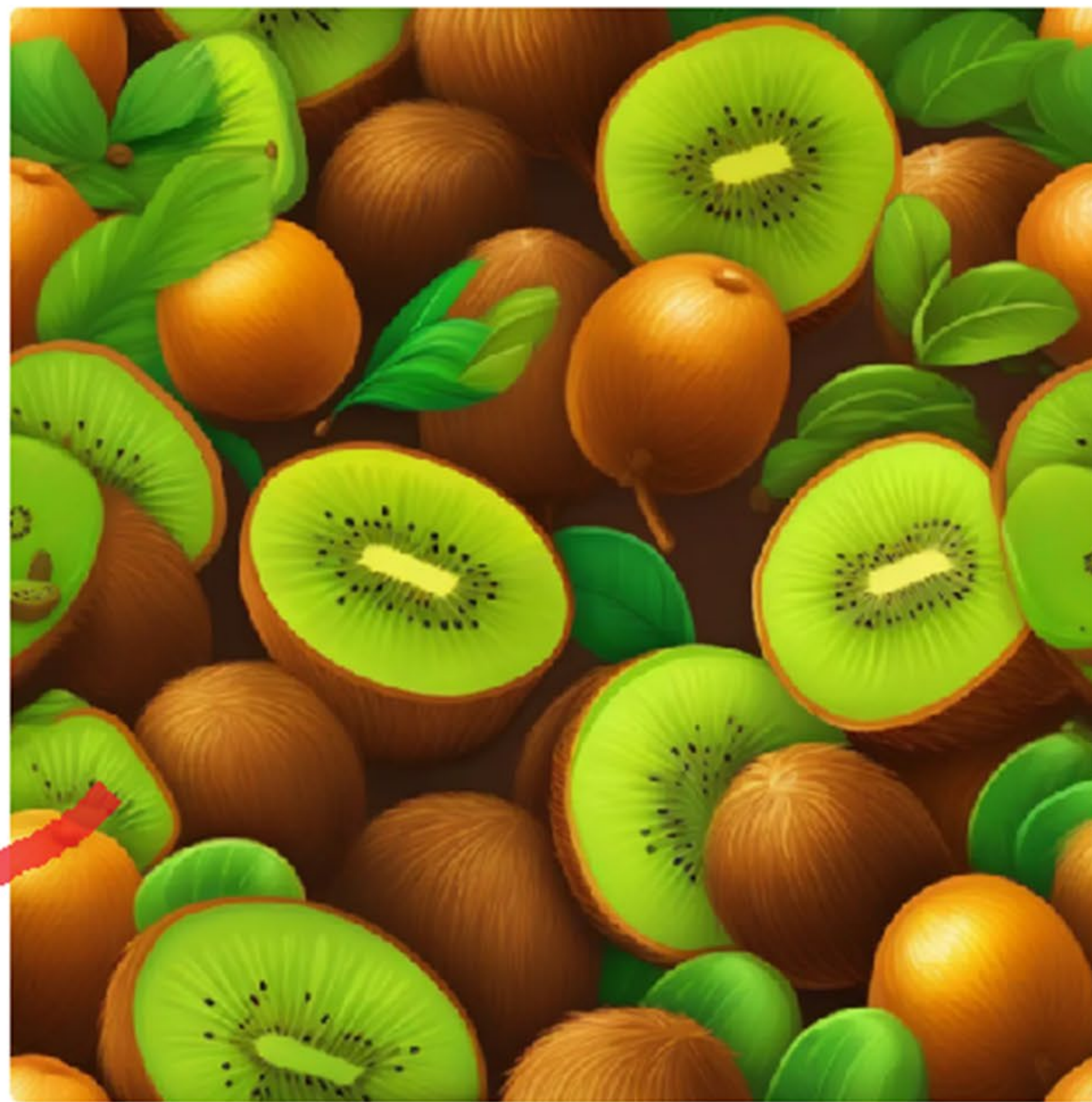
Let's try an AI tool to generate teks to
picture book! [Storybooks.app](https://storybooks.app)



Seekor burung kiwi sedang bermain petak jongkok dengan teman-temannya. Dia merasa hidungnya tidak nyaman.

A kiwi bird was playing squatting with his friends. He feels something uncomfortable in his nose.

I mention kiwi bird but it came up with kiwi fruit!



Lalu dia mengupil, tapi tak sengaja temannya si beruang polar menabraknya. Tangan bekas dia mengupil, yang masih ada upilnya, tak sengaja terkena di baju si beruang.

Then he picked his nose. Suddenly, his big body friend the polar bear accidentally bumped onto him. His hand, which was just picked his nose, was accidentally stick on the bear's shirt.

Kiwi fruits turn into a mother kiwi bird and 2 little kiwi birds.
Where is the polar bear?



Dia takut mau mengakuinya. Dia takut dengan
beruang yang berbadan besar. Tapi dia juga ingin
jujur kepada temannya itu.

He was afraid to tell him. He was afraid of the
big bear. But he also wanted to be honest to
his friend.

A new kiwi character came
up from no where ...



WHAT DO I DO THEN?



It takes a lot to do to make good children books assisted by AI and to self-publish or to send it to publishers. Sre Chakra Yedulla, an AI & ML analytics, share an article of ‘How I wrote, illustrated and published 3 children's books assisted by AI’.

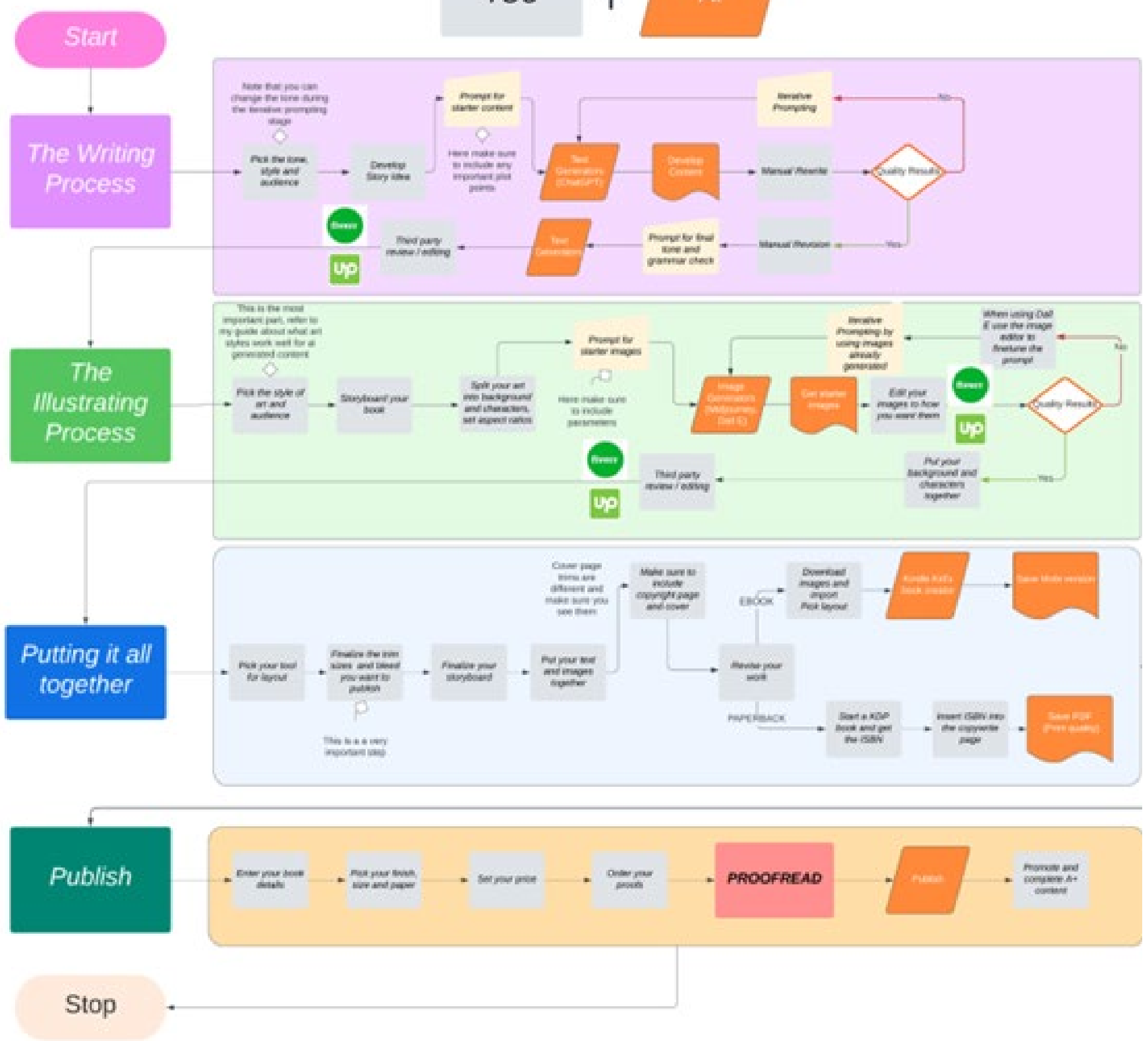


Source: <https://www.linkedin.com/pulse/how-i-wrote-illustrated-published-3-childrens-books-assisted-yeddula#:~:text=Writing%20and%20illustrating%20children's%20books,help%20us%20in%20this%20process.>

Using AI to go from brain to bookshelf

www.theailifestyle.com

YOU + AI



Text

MARKETING

- copy.ai, Jasper, Writesonic, Ponzu, frase
- copysmith, MidJourney, Moonbeam, Bertha.ai
- anyword, Hypotenuse AI, Clickable, letterdrop
- Simplified, Proportyp.ai, Omneky, CONTENTA

AI ASSISTANTS

- Andi, Quickchat

SUPPORT (CHAT/EMAIL)

- Cohere, KAIZAN, Typewrite, CRESTA, NOXind

SALES

- LAVENDER, Smartwriter.ai, Twin, Outplay, Reach, regio.ai, Creatext

KNOWLEDGE

- glean, mem, YOU

GENERAL WRITING

- Rytr, wordtune, Subtext, LEX, suda write, LAIKA, NovelAI, WRITER, COMPOSE AI, OTHERSIDEAI

OTHER

- Character.AI, DUNGEAN, KEYS

MODELS: OPENAI GPT-3, DEEPWIND GPT-3, FACEBOOK GPT, HUGGING FACE BLOOM, COHERE, ANTHROPIC, A12, GPT-NEOX, GPT-J, REZY, ALIBABA, YANDEX, ETC.

Image

IMAGE GENERATION

- MidJourney, OpenArt, crayon, PLAYGROUND, wordwall, ROSEBUD AI, PhotoRoom, Lexica, alpaca, imageupace, Nyx + gallery, KREA, artbreeder

CONSUMER/SOCIAL

- MidJourney

MEDIA/ADVERTISING

- SALT, THE CULTURE DAO

DESIGN

- Diagram, VIZCOM, Poly, INTERIOR AI, uizard, Aragon, II, maket, CALA

MODELS: OPENAI DALL-E 2, STABLE DIFFUSION, CRAZYON

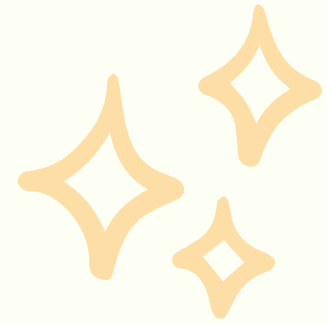
SO, HERE'S MY RECOMMENDATION OF 3 INDONESIAN CHILDREN BOOKS you'd like to read



- Fiction
- Language: Indonesian-English (Bilingual)
- Author: Arleen A
- Pages: 208
- Publisher: Bhuana Ilmu Populer
- Get it on:
<https://www.gramedia.com/products/kumpulan-dongeng-bijak-untuk-anak?queryID=441a10f0d481aacab5472c6d5db5966b>



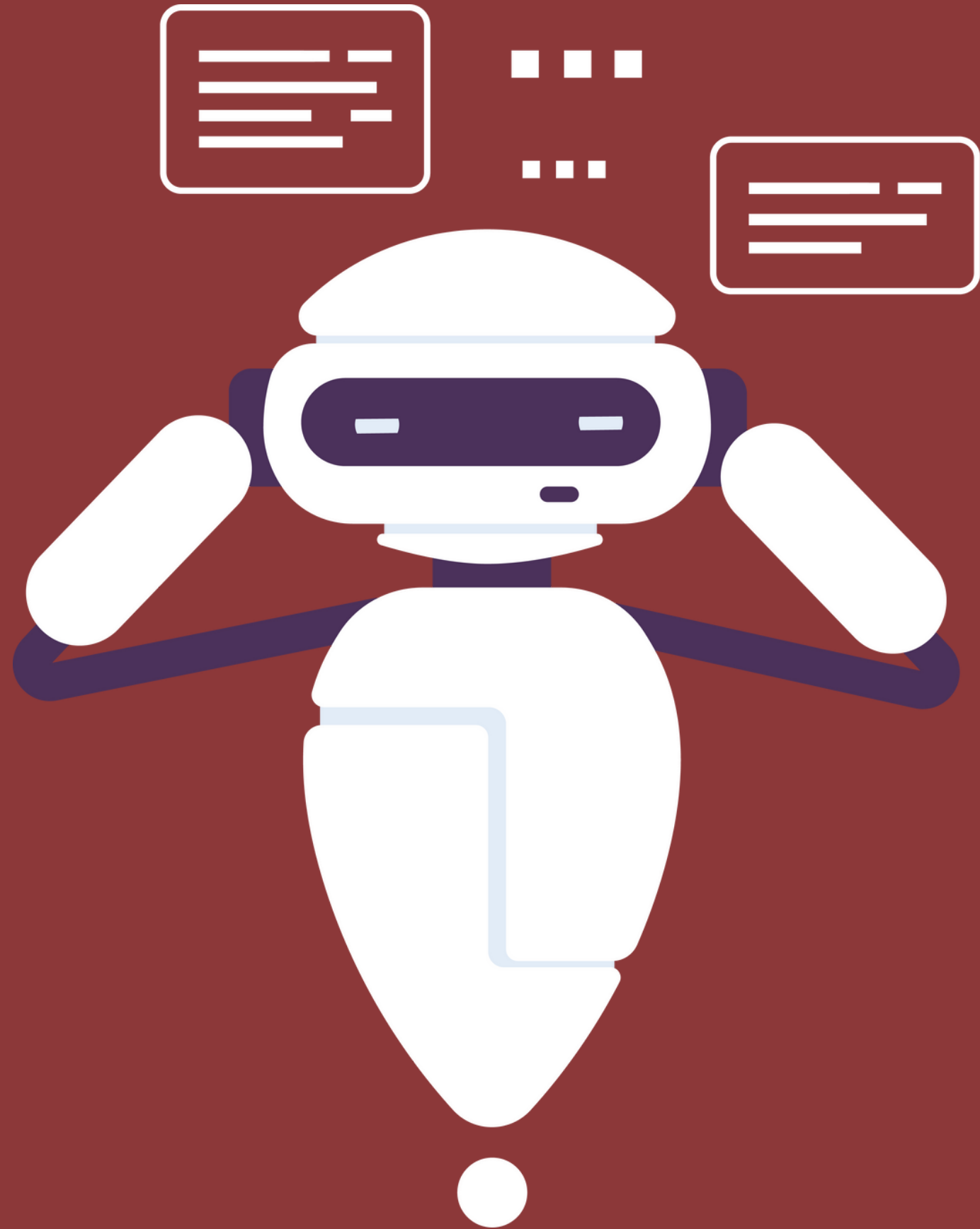
- Fiction
- Language: Indonesian-English (Bilingual)
- Author: Pristian Wulanita
- Pages: 24
- Publisher: Bhuana Ilmu Populer
- Get it on:
<https://www.gramedia.com/products/buku-ada-owa-di-pinggang-wiwit-theres-a-gibbon-on-my-waist-bilingual-room-to-read?queryID=e4b638cbf6c268bec36d429217a0e7c>



- Picture book (folktale adaptation)
- Language: Indonesian- English (Bilingual)
 - Author: Maya Lestari
 - Pages: 24
 - Publisher: Bhuana Ilmu Populer
 - Get it on:

<https://www.gamedia.com/products/buku-smong-si-raksasa-laut-smong-the-dragon-room-to-read?queryID=e3726aa6d5f12eda97fab6cfea98a37d>





감사합니다

THANKYOU

Novalya Putri