



INDONESIAN CHILDREN'S PUBLISHING IN NEW ERA: OPPORTUNITIES AND CHALLENGES

REMON AGUS



Indonesia: Country of Focus

Indonesia has great potential for book publishing



Indonesia has significant market size...

- **250 million** people
- **69 million** children aged 0-14
- **20% national budget** allocated for education

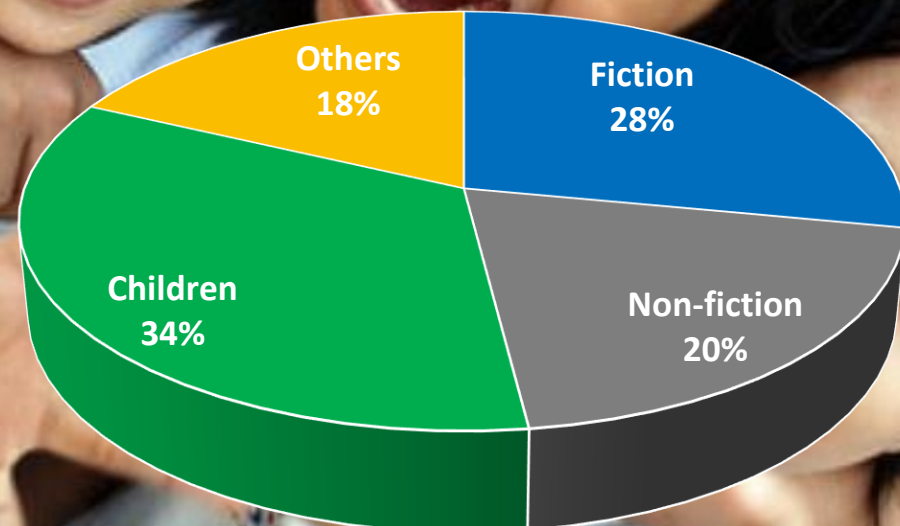
...with competitive industry and market for publishing

- **98% literacy rate** (11-14 yrs old); 94% adults
- **8,51 trillion** books sold
- **1,328 publishers** identified
- **1,200 book stores** available
- **302,812** libraries existed

Children's book dominates Indonesian market due to its mostly young population

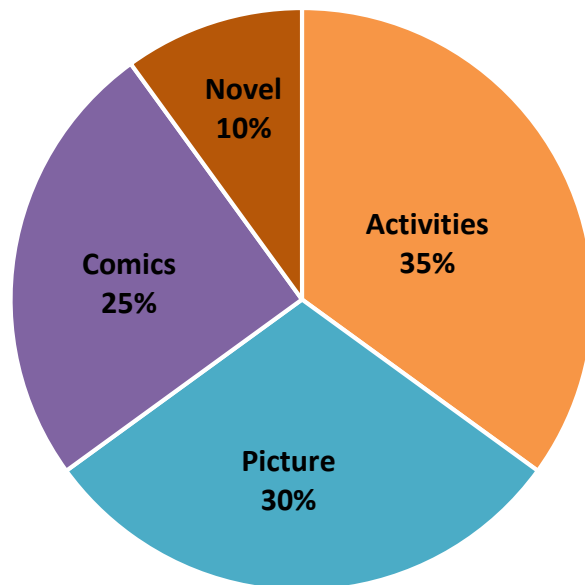
Indonesian book publishing by Genre

(IKAPI, 2016)

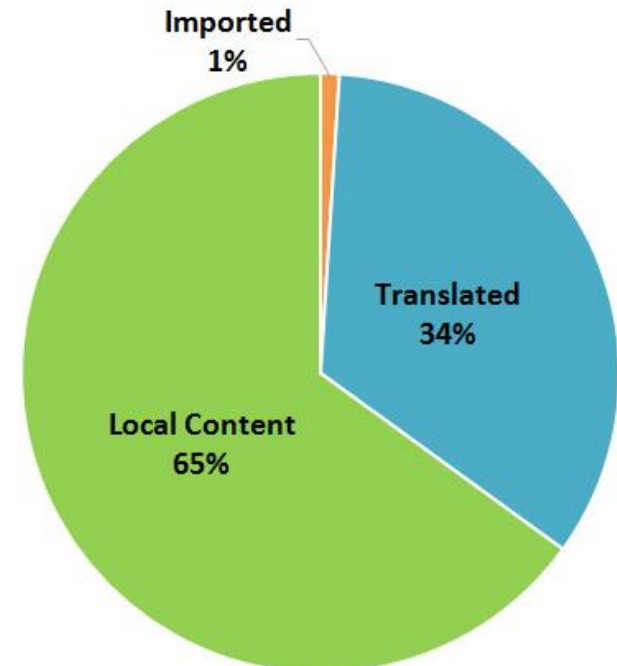


Activities, picture, and comic books are types that commonly found in Indonesian children books market that is still dominated by local content

Activities and picture books dominates the industry...



...while there are opportunities for translated and imported books

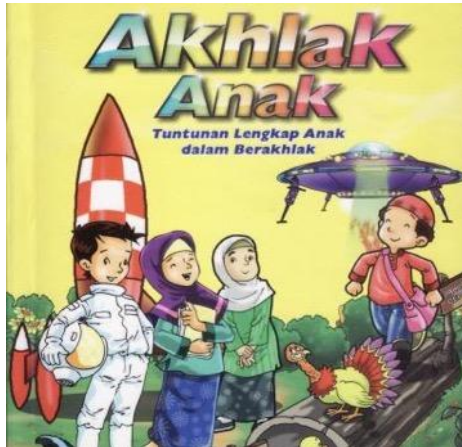


Diversity of themes open opportunities for all kinds of publishers, both those who has broad options or focus on selected themes

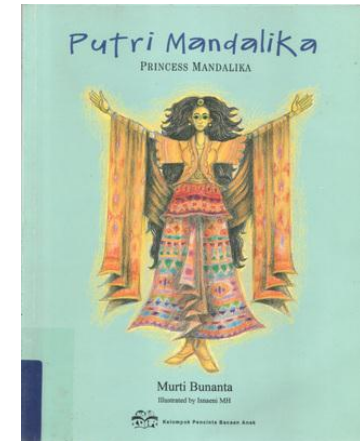
Daily Life



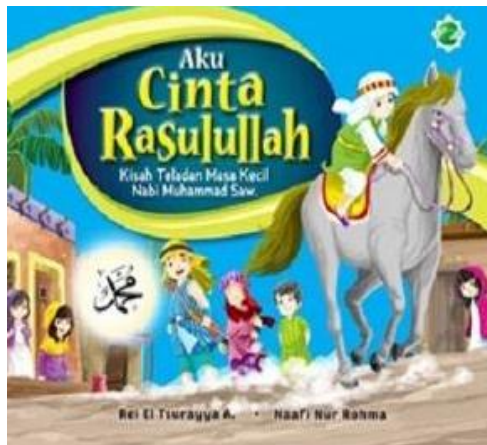
Moral Stories



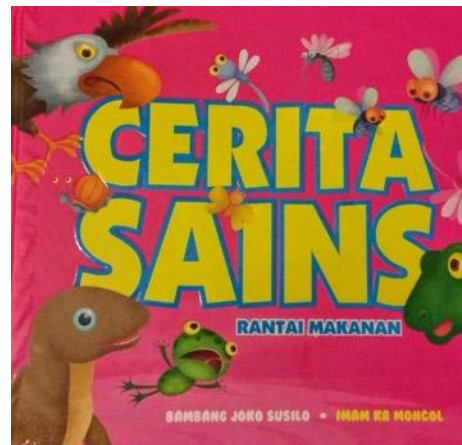
Folktales



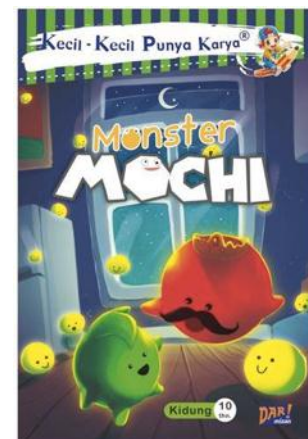
Islamic Stories



Popular Science



Fantasy



Themes in translated books are mostly comics, picture books, activities books, and popular science

Comics



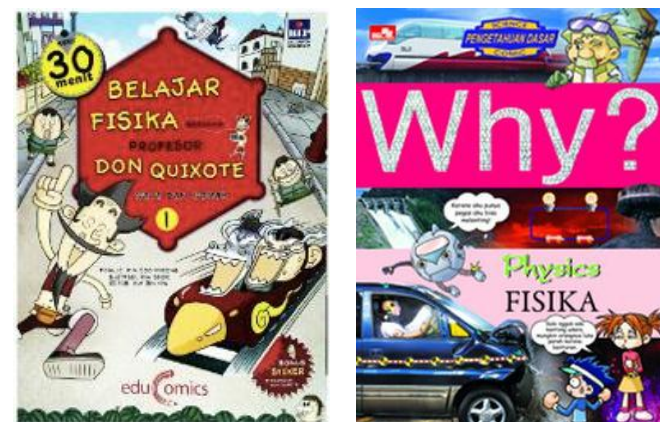
Picture Books



Activities Books

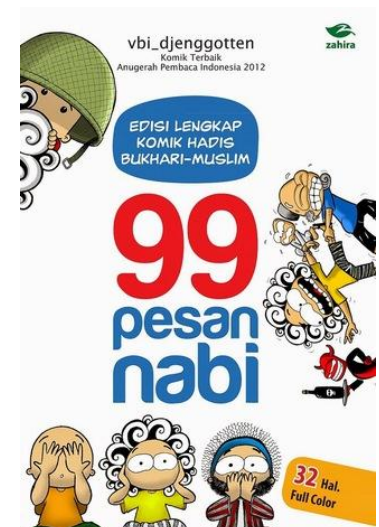


Popular Science

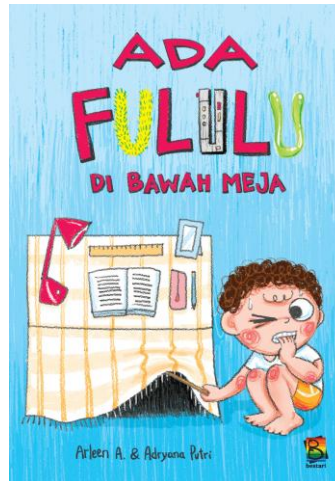
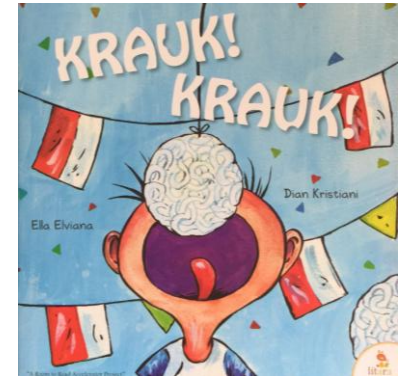
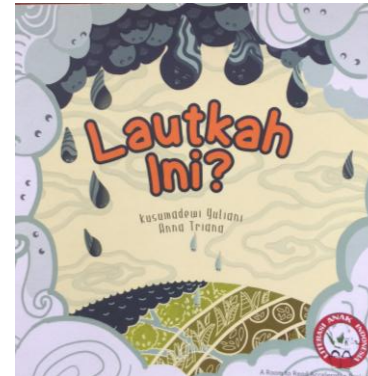
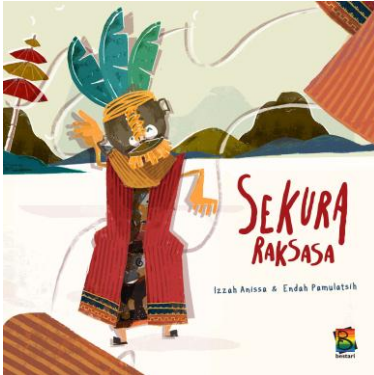


Recently, there are new phenomenon in the market resulting that comes from publishers or writer's innovation

- **KKPK (*Kecil-Kecil Punya Karya*; Books for Children, by Children)**
 - 8-12 years old writers wrote books for their peers in the same age
 - They shared stories about friendship, hobbies, travelling, fantasy, ghost stories, and school experiences
 - Accepted positively by the market and inspired parents to develop writing talents within their children
- **From blog to book to movie**
- **Co-authorship**
- **Folktales adaptation**
- **Islamic story adaptation**



A new concept of children books influence by young writers and illustrators that like to show a new challenge in different way how the children book has been published



Why Indonesia?

- **Big population dominated by children and teenagers**
- **Developing country**
- **Rich in cultural diversities that produces a lot of folktales**
- **Relatively high freedom of press and information**
- **High internet penetration (50% countrywide; 80-90% higher in urban areas)**

Indonesia's digital landscape offers promising opportunities

Market Potential

- **50% internet penetration** rate (higher in urban areas)
- **72 million** active internet users
- **72 million** active social media accounts (**62 million active in mobile devices**)
- **308.2** mobile users

Digital Channels

- Social Media (FB, Instagram, Twitter)
- Chat Media (Whatsapp, LINE)
- Wattpad
- Film
- Cable TV
- Youtube
- On-demand multimedia content

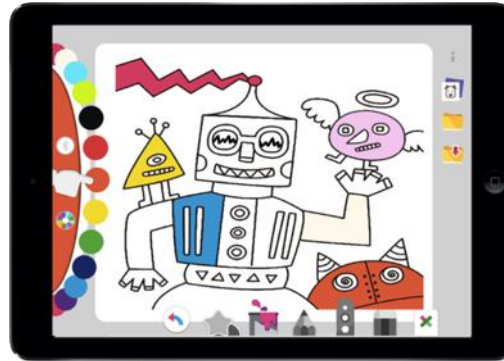
Opportunities

- Digital publishing (e-books)
- Mobile application
- Interactive website
- On-demand video and multimedia
- Social media presence
 - FB
 - Instagram
 - Youtube
 - LINE Account

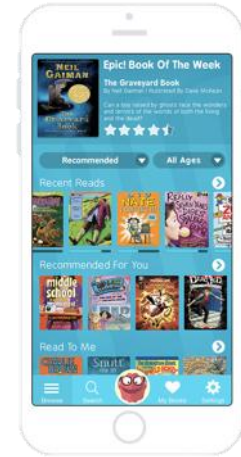
Digital revolution offers opportunity for publishers to deliver content in innovative ways



E-comics



E-coloring



Picture Books



Interactive Website



Interactive Apps

There are changes in the industry caused by the advancement of digital technologies

- **E-books started to emerge**
- **Authors started to publish their own works (indie publishing)**
- **Publishing companies started to deliver content in different ways (e-books, website, applications)**
- **Collaborative working are common**
- **Rights market became more competitive**

Finally, there still many challenges existing in the market that provides great opportunities for success



**CHALLENGES
AHEAD**

How can we increase sales for imported books?

The market and customers are increasingly open, how can the industry (especially foreign publishers) capture this opportunity?

How can we create relevant and interesting content for the customers?

How can we make folktales, or other culturally-sourced content, interesting for the children?

How can we adapt with increasingly digital and short-attention audiences?



Thank you!