

URGENCY OF PUBLISHING BOOKS IN THE EDUCATION WORLD

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Abstract: Text book is an important component in teaching-learning activities. Its function is as a source of learning and/or teaching material in the learning process. According to Permendiknas No. 2 of 2008, textbook are compulsory references in educational units containing subject matter. The existence of a textbook in the learning process is very important both for student as supporting learning and also for the teacher as a syllabus. Therefore, as an important component in a learning process, the provision of a textbook must be considered. Its quality must be good. Various components must be considered in the preparation of a textbook. The appropriateness of the textbook's contents with the lesson material must be relevant. Besides, the language aspect also cannot be ignored. Therefore, the availability of a good quality textbook is the responsibility of various related parties, such as government, writers, and publisher. In the process of providing a textbook, the role of publisher cannot be ruled out, because, without a publisher, the textbook cannot be published. Publisher must not be profit-oriented only, because the quality of textbook will be the determining success or failure of an educational process.

Keyword: Education quality, publisher, teaching-learning activities, textbook

INTRODUCTION

Knowledge is a priceless treasure owned by humans. Historical facts prove that knowledge plays a huge role in creating a civilization. From ancient Greek civilization to the most up-to-date civilization-contemporary Western civilization-the function of knowledge cannot be eliminated. Islamic civilization which in history had become a great civilization is also a civilization that was built with knowledge.¹

Islam as a perfect religion that contains the teachings of various aspects of the lives of his people put knowledge as one of the main things that must be owned by his people.² Even people who have the knowledge of Allah promise to give elevation. While the Messenger of Allah explicitly obliged his people to study:

طلب العلم فريضة على كل مسلم.³

"Studying knowledge is compulsory for every Muslim" (HR. Ibn Majah).

¹Philip K. Hitti, *History of The Arabs*, terj. Cecep Lukman Yasin dan Dede Slamet Riyadi (Jakarta: Serambi Ilmu Semesta, 2006), p. 454-584.

² Q.S. al-Mujādilah/96:11.

³ Ibn Mājah, *Sunan Ibn Mājah*, Jilid I (Beirut: Dār al-Kuttub al-'Ilmiyah, tt.), p. 81.

The two propositions above are sufficient to imply that the existence of knowledge in a Muslim is absolute. But of course it is not enough just to have knowledge. The most important thing is how the knowledge possessed can be utilized in good and how so that the knowledge can be disseminated to others so that the usefulness of the knowledge is not interrupted.

Education is the process by which transmission of knowledge occurs. Knowledge transfer and value transfer are the essence of the education process. The success of education is the desire of all parties, but many factors must be considered so that the quality of education is good as expected. Educators, students, curriculum, facilities and infrastructure are aspects of determining whether or not the quality of education. In formal education the existence of books as a medium and / or learning suggestions cannot be ignored. Both teachers and students need books as a companion in the learning process. For teachers the book is a syllabus in learning and for students the book is the main companion.

DEFINITION OF PUBLISHER

"Publisher" is derived from the basic word that gives birth to the derived form of publishing (verb/verb), publisher (noun/noun), and publishing (noun/noun). The word publish means: (1) raises (disputes and so on); (2) incur (fire, loss, danger, etc.); (3) issuing (books, magazines, etc.). From some of these formulations, the notion of publishing that matches the publication of a book is the third understanding, namely issuing (magazines, books, etc.). Companies and so forth that publish (books, magazines, etc.) are called publishers. Furthermore, the word publishing means the process, method, act of publishing; appearance; affairs (work and so on) publish (books, etc.).⁴

According to Altbach, the book publisher is an investor in books. A publisher is a person who spends money on authors, translators, editors, printers, paper mills to produce books, and for sellers, advertisers, and those who help in marketing, and receives money from booksellers who buy the rights to use the contents of the book.⁵

The scope of publishing activities and the large task of publishers raises the understanding that the publisher is an editor and/or publishing is a printing press.⁶ Indeed, at first the publisher also acted as an editor. In France until now still written

⁴ Tim Penyusun, *Kamus Besar Bahasa Indonesia*, (Jakarta, 2008), p. 854

⁵ Phillip G. Altbach, "Kecendrungan Masa Kini dalam Penerbitan Buku" *Bungan Rampai Penerbitan Pembangunan*, (Jakarta: Yayasan Obor Indonesia, 2000), p. 1

⁶ DC Smith Jr, *Penuntut Penerbitan Buku*, terj. Subekti Dhirjiosaputro (Jakarta: Pusat Grafika Indonesia, 1989), p. 35

editeur on the skin and the title page of the book. The word editor comes from the Latin editus, the past participle form of edere means to publish. Before the development of the publishing industry, publishers and editors were represented by just one person. He (publisher and editor) who looks for manuscripts, edits manuscripts, prepares scripts for printing, looks for materials, sells books, and so on.⁷

As the business development of publishing activities related to book production is no longer carried out by just one person, but there is already a division of tasks. There is a publisher leader (hereinafter abbreviated as publisher only), and there is an editor. The job of a publishing leader is to find an editor, look for subscriptions, materials for the book printing process, think of sales, stock storage and so on, usually things that are not straightforward about a manuscript. Work directly related to the manuscript is left to the editor. This work is to contact the author, sometimes even find the author, assess the manuscript, contact an expert reader, if the manuscript is accepted, edit the manuscript, prepare it for typography, think of appropriate printing methods such as the use of letters, binding, paper to be used, size books and others, collecting materials for binding, overseeing printing and so on.⁸

Publishing is an intellectual and professional activity in preparing manuscripts, editing manuscripts, producing various types of publication materials and then reproducing and distributing them in the public interest. Publishing is a long process that involves a lot of time and people to process the text until it takes the form of a book. Whereas what is meant by the publisher refers more to human activities as a coordinator in disseminating the work of the author.⁹

According to Ignas Kleden book publishing is the art and knowledge of making and distributing books, which includes the journey of a manuscript from the moment it takes shape in the mind of the author to reach the public in book form.¹⁰ Publishing deals with functions that work to create manuscripts, printing and distribution of books. While people or institutions that plan, coordinate work related to writing, editing, illustration, printing, binding, warehousing, selling, and financing are called publishers. In the next development, the publishing business was transformed into an industry that took the form of a trading company such as PT (Limited Liability Company) or CV.

⁷ DC Smith Jr, *Penuntut Penerbitan...*, p.35.

⁸ DC Smith Jr, *Penuntut Penerbitan...*, p. 3-4

⁹Sofia Mansoor dan Niksilihin, *Pengantar Penerbitan*, (Bandung: ITB, 1993), p. 32.

¹⁰ Taryadi dalam Abdullah Fadjar, *Khasanah Islam Indonesia* (Jakarta: The Habibie Center, 2008), p. 8.

As a business entity, a publisher and or publishing must have a vision and mission. Because by sticking to the vision and mission, it is an endeavor, as is the case with publishing. In general the publishing business has a vision of "educating the life of the nation".¹¹ But as the development of this publishing business, the mission of the publishing business also developed. Not a few business publishing priority is profit. To seek large profits, various attempts were made, such as copying, publishing a book with a bit of identification and embedding the name of a fake author who at this time was involved in plagiarism.¹²

The world of publishing is a two-legged universe: the discourse of knowledge (idealism) and the obligation of commerce (business). Of course, without denying the nature of business, publishers need to find ways to publish books that support efforts to "educate the nation's life". It is undeniable that a publication does need profit to stay alive. However, if the ambition to pursue profit is more important, then what happens next is duping. When business orientation is more dominant, then the community is also the victim. Instead of making books as a medium of knowledge transformation, the opposite happened.¹³

If you look back, the effort to transform knowledge carried out by publishing books has also been carried out by Muslims in the classical period precisely when Muslims were on a glance. Of course the production and publishing process cannot be equated and or is more complicated when compared to the production and process of editing books today. The term publisher is the same as "kharraja" or akhraja "or" kharaja "which means out, excludes which can also mean publishing.¹⁴

In the classical Muslim intellectual tradition the process of book publishing is carried out through various stages, namely: 1. Dictation (imla '); 2. Discussion; 3. Inspection; 4. Endorsement; 5. Copying.¹⁵ One of the growing traditions of book publishing is the background of the existence of paper making machines, making it easier to procure books.¹⁶

Broadly speaking, publishing is divided into two major parts namely book publishing and press publishing. Book publishers concentrate on increasing literature and information in the form of printed products such as books. In contrast to book publishers,

¹¹ Arselan Harahap, "Visi, Misi, dan Nilai-nilai Dasar Ikatan Penerbit Indonesia", *Buku dalam Indonesia Baru*, ed. Alfons Taryadi, (Jakarta: IKAPI, 1999), p. 1.

¹² Arselan Harahap, "Visi, Misi...", p. 1.

¹³ Arselan Harahap, "Visi, Misi...", p. 1.

¹⁴ Pedersen, *Fajar*....p. 34

¹⁵ Pedersen, *Fajar*p. 57-77

¹⁶ Pedersen, *Fajar Intelektual*...p. 57-77.

press publishers concentrate more on preparing actual information that can be enjoyed by readers and viewers at home. Technological developments helped expand the notion of publishing. Publishing is not only the industry that produces printed goods, but the producer of electronic books which is then called the ebook. Likewise with press publishers that have expanded with the presence of online newspapers and magazines. 17

The publishing industry in Indonesia is experiencing rapid development. More and more publishers with special specifications have sprung up. For example, Islamic book publishers, knowledge book publishers and so on. In recent years Self Publisher is also becoming increasingly popular, a term for small publishers, where writers can publish their own books without having to go through large publishers.

The emergence of Self Publisher is due to the absence of rules that require publishers to have their own legal entity. This means that anyone who has the ability to publish books, may publish them without requiring permission from the relevant parties as long as they pay attention to publishing ethics. 18

Publishing and printing are two things that are interrelated and cannot be separated. Even though publishing and printing are different, simply publishers can be regarded as an idea industry while printing is like an ordinary industry that uses machines. A publisher is different from printing because its main capital is an idea which is then processed into a book ready for publication. Printing capital is mainly machines that are used to receive print orders, including books. Not all publishers have printing presses, and they don't have to also have printing presses. 19

The world of publishing and printing continues to grow, both the scope of work and supporting equipment. In the world of publishing more and more types of books are published, in various languages, and distributed in various countries, then created various types of publishers who specialize in publishing certain books, for example types of children's books, school textbooks, tourism books and even religious books. Sometimes a book is published in a particular language. For example Indonesian tourism books are published in Indonesian and English. To be interesting, books need to be specifically designed, according to their type.

In the world of books, besides publishing and printing, book designers are also known. These people are tasked with handling the appearance of the book so that it is interesting and in accordance with its contents. In countries whose publishing has been

¹⁷ Pedersen, *Fajar Intelektual*...p. 57-77.

¹⁸ Mula Harahap, ed., *Menjadi Penerbit*, (Jakarta: IKAPI, 2000), p. 56

¹⁹ Mula Harahap, ed., *Menjadi ...*, p. 56.

more advanced, the specialization of this field of work has been more detailed. So that it is well known companies that specialize in preparing manuscripts, designing books, arranging multiplication of manuscripts, printing, binding, promoting, distributing, and selling books. Each has their own duties. In Indonesia, in general, all publishing, design and printing tasks are still managed in one or two companies. 20

The development of work in the world of books is also followed by the development of supporting equipment. Ordinary typewriters have developed into electronic typewriters with various abilities. The invention of computers further spurred the development of publishing and printing equipment. Typing scripts is no longer using a typewriter, but by utilizing komputer and word processing programs such as WordStar and WordPerfect. Designing pages and book covers have already been done with a computer. Printing press and paper cutting machines are also computerized. With the development of the details of work in the world of books, the problem that is being faced is also growing. 21

On the part of the publisher, the rights and obligations of both the author and editor representing the publisher increasingly demand firmer details. Likewise, the involvement of other parties such as designers, printing and bookstores. To regulate the interests of all parties, a series of provisions is needed. Then created the Issuance Agreement Letter, Copyright Act, Authorship Fees, ISBN, and so on.

THE HISTORY OF BOOK PUBLISHING IN INDONESIA

In Indonesia, the history of publishing has taken place for a very long time. The arrival of the Netherlands to Indonesia marked the beginning of the publishing industry in Indonesia. Although at that time the existing publication only published newspapers which generally contained commerce. The production of book publishing increasingly developed after the Netherlands has brought a printing press to Indonesian. Subsequently publishing not only produced newspapers and magazines but began producing books. In 1677 the first Malay-Dutch dictionary was published. This 35-page dictionary was called *Vocabulaer Ofte Woordenboeck*. Compiled by C Will Tens and S. Dankaert. This dictionary is the oldest Malay dictionary. The Dutch East Indies government then brought back 2 printing presses from their country. The theologian Taco Roorda even made a printing press using Javanese letters in the Dutch Johannes Ecschehede printing.²²

²⁰ Taya Pambounan, dkk., *Penerbitan dan Pengembangan Buku Pelajaran di Indonesia*, (Jakarta: Depertemen P dan K, 1990), p. 62

²¹ Taya Pambounan, dkk., *Penerbitan...*, p. 62.

²² Yudiono K.S., *Pengantar Sejarah Sastra Indonesia*, (Jakarta, 2007), p. 2

The existence of printing machine made the printing process easier. From 1744 to 1855 more and more newspapers appeared. Among the newspapers that appeared were *Bataviese Nouvelles*, *Het Vende News*, *Bromartani*, and *Soerat Kabar Bahasa Melajoe*, published in Surabaya in 1855. *Bromartani* was the first newspaper written in Javanese.²³

In 1855 several Malay-language newspapers were published such as *Bintang Oetara* monthly, *Surat Chabar Betawi*, *Malay Slomporet* weekly, *Bintang Timoer* Newspaper, and *Biang Lala* weekly newspaper. The publication of weekly and monthly newspaper written in Malay was very important for traders from Chinese descendants. They put various advertisements in these newspapers. The Chinese descendants were competing to learn Malay too. The high interest in stories from ancestral lands was responded by translating original Chinese stories. One of the famous stories was *Kisah Tiga Negara* (the Story of the Three Nations). Until the 1880s there were at least 40 works from translations of original Chinese stories. The amazing thing was that between 1903-1928 Chinese descendant's publishers published nearly 100s novels by 12 Chinese descendant authors.²⁴

On September 14, 1908, the Netherlands established *Komisi Bacaan Rakyat* (the People's Reading Commission). An institution which managed book publishing in Indonesia. *Komisi Bacaan Rakyat* was the pioneer of the birth of *Balai Pustaka*. The existence of *Komisi Bacaan Rakyat* had a big contribution to the development of publishing industry in Indonesia. At the beginning of its establishment, *Komisi Bacaan Rakyat* only established light books such as fairy tales and folklore. However, along with its development, this commission also published adapted books from Netherlands, England, Germany and Arabic.²⁵

In 1910 *Komisi Bacaan Rakyat* began to recruit a number of Javanese and Sundanese linguists to translate various foreign works into these two regional languages. Within 6 years *Komisi Bacaan Rakyat* succeeded in publishing 153 book titles (95 Javanese titles, 54 Sundanese titles). The book is divided into 3 categories: series A (children), series B (adults), series C (adults and educated).²⁶

On September 22, 1917 the Netherlands government formed an institution which was later named *Balai Poestaka*. As an honor to D.A. Rinkes who successfully managed *Komisi Bacaan Rakyat*, he was entrusted to lead *Balai Poestaka*. To expedite the task, *Balai*

²³ Yudiono K.S., *Pengantar...*, p. 5.

²⁴ Jakob Sumarjo, "Latar Sosiologis Sastra Melayu Tionghoa", ed. Leo Suryadinata, *Sastra Peranakan Tionghoa di Indonesia*, (Jakarta, 1996), dalam Yudiono K.S., *Pengantar Sejarah Sastra Indonesia*, (Jakarta, 2007), p. 17

²⁵ IKAPI, *Industri Penerbitan Buku di Indonesia; dalam Data dan Fakta*, (Jakarta: IKAPI, 2015), p. 5.

²⁶ IKAPI, *Industri Penerbitan...*, p. 5.

Poestaka formed 4 divisions, namely: editor, administration, library, and press. Initially Balai Poestaka still relied on private printing to print books and magazines. In 1921 Balai Poestaka had its own printing press. D.A. Rinkes who successfully managed Balai Poestaka had been named "Bapak Balai Poestaka".²⁷

Balai Poestaka succeeded in distributing reading books to the people of the Dutch East Indies, and was able to assist society development, as well as establishing an institution that brought East and West together. Some translated books include: *Tiga Panglima Perang (les trois mounquetaires)* by Alexander Dumas; *Kucing Bersepatu Laars (de glaarsde kat)*; *Si Ibu Jari Kecil (Klein Duimpie)*. While the work of this nation, namely: *Salah Asuhan* (1928), *Siti Nurbaya* (1922). Balai Poestaka also published the Pandji Poestaka magazine, the weekly Javanese "Kejawen" magazine in Sundanese Parahiangan, and volksalmanak (people's almanac), published once a year in 3 languages: Javanese, Sundanese, Malay. During the Japanese occupation, Balai Poestaka still existed even though the name changed. At that time the name of Balai Pustaka was changed to Gunseikanbu Kokumin Tosyokyoku, which means *Biro Pustaka Rakyat* (People's Library)²⁸

The formation of various publishing and printing industries in Indonesia in the early periods was basically motivated by a sense of nationalism. In the world of publishing a person's ideals can be applied. The Indonesian Publisher Association (IKAPI) which was established at the initiative of Sutan Takdir Alisyahbanda, Mr. Jusuf Ahmad and Ny. Notosoetardjo was the only association for publisher in Indonesia. IKAPI was officially established in Jakarta on May 17, 1950 as a publishing house in Indonesia based on Pancasila, mutual cooperation and kinship. At that time, IKAPI succeeded in bringing together fourteen publishers, added to 46 publishers at the fifth age of IKAPI. IKAPI had a vision of making Indonesian publishers able to meet the needs of the domestic market and be able to take part in the international world. At the beginning of its establishment IKAPI was led by Achmad Notosoetardjo, Ny. Sutan Takdir Ali Syahbana as deputy chairman, Machmoed as secretary, M. Jusuf Ahmad as treasurer, and John Sirie as commissioner. Every year IKAPI holds a congress. The first congress was held in Jakarta on March 16-18, 1954. The result of that congress was the formation of IKAPI branches in Central Java, East Java, West Sumatra and North Sumatra.²⁹

After independence, book publishers in Indonesia met their awakening moment. Book publishing industry had sprung up, including Islamic book publishers. The names of

²⁷ IKAPI, *Industri Penerbitan...*, p. 6.

²⁸ IKAPI, *Industri Penerbitan...*, p. 6.

²⁹ IKAPI, *Industri Penerbitan...*, p. 6.

publishers such as *al-Ma'arif*, *Bulan Bintang*, *Toha Putra* and *Mizan* echoed in the book publishing industry. But the heyday could not always be enjoyed by the book industry. Various factors such as the high price of buying paper, the government's policy on the publishing industry, the rise of piracy until the emergence of e-books caused the publishing industry to decline.

THE RELEVANCE OF PUBLISHING AND TEXT BOOK IN EDUCATION

Teaching material is an important thing that must be held by the teacher or learner, or arguably teaching material is also a teacher's guide in the learning process. Without teaching materials, teachers may be confused in the learning process in class. The teaching material itself is intended as a printed teaching material and now the printed teaching material in the form of textbooks, has spread widely throughout Indonesia, although it is not evenly distributed. This textbook will be used by the teacher as a guide in the learning process.

Permendiknas no 11 of 2005, states that textbooks must be used by teachers. Textbooks are used as a reference in the teaching and learning process. So it is not only mandatory for teachers, but also must be used by students or students. Compiling textbooks should not be arranged arbitrarily. There are stages of the process that must be followed by following the applicable curriculum. So the preparation of books in addition to being developed from the existing curriculum, was developed in accordance with the new paradigm. In this way, at least it can direct learning more on target. In teaching and learning activities textbooks have a role: ³⁰

- a. As a reference material or reference material by students
- b. As an evaluation material
- c. As a tool for educators in implementing the curriculum
- d. As one of the determinants of teaching methods or techniques that educators will use
- e. As a means for career advancement and position
- f. Whereas for textbooks textbook students function:
- g. Help students in implementing the curriculum because it is arranged based on the applicable curriculum
- h. Become a teacher's guide in determining teaching methods
- i. Provide opportunities for students to repeat the lesson or learn new material
- j. Provide knowledge for students and educators

³⁰ Andi Prastowo. *Panduan Kreatif Membuat Bahan Ajar Inovatif*. (Yogyakarta: DIVA Press, 2012), p. 76.
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- k. To increase credit score to facilitate promotion and class
- l. Become a source of income if issued

In general, textbooks are issued or published by publishers who offer to many educational institutions. This makes one institution or school with one another can use different textbooks on the same subject matter and grade level. The government also runs the BSE (Electronic School Books) program where BSE is a textbook that is provided free of charge and can be downloaded and distributed without copyright infringement. Publishers who want to take advantage of this BSE book are also not allowed to set prices exceeding the maximum price specified.

The book consists of various types, based on its function, the book is divided into: reading books and textbooks. When classified by type of contents, the book is divided into: fiction books, knowledge fiction books, non-fiction books. And when classified according to the form of presentation, the book is divided into reading books, picture story books, and comic books.

While based on the decision of the Directorate General of Primary and Secondary Education No. 262 / C / Kep / R.1992, books are classified into four types: a). Basic textbooks, b). Complementary textbooks, c). Reading books

A well-known poet in Indonesia, Taufik Ismail, said that the Indonesian people were still farsighted on reading and writing. This he stressed after conducting a simple study to high school students in 13 countries. If 13 high schools in the United States spend 32 titles in three years, Japan and Switzerland 15 books, high school students in neighboring countries such as Singapore, Malaysia, Thailand and Brunei Darusalam complete reading 5-7 titles of literary books, high school students in Indonesia zero book.

Based on the data above, it is not surprising that the book industry in Indonesia does not develop optimally and satisfactorily. The book industry in Indonesia seems unable to meet the needs of books in Indonesia. Success in meeting the needs of the community and educational institutions will be determined by a number of related pillars, namely: (1) creator of ideas/ideas, (2) the publisher, (3) printing, (4) distributor/distributor, (5) the reading community.

The existence of the five elements above influence and relate to each other and are referred to as the five pillars of the book industry. The more advanced the book industry, the more professional the handling of each pillar. Therefore the problem of bookkeeping or the ups and downs of the book industry is generally related to the five pillars. The quality and quantity of the five pillars can provide an overview of the current state of the book industry.

The following are described the five pillars in Indonesia. It is very difficult to get accurate quantitative data about each pillar. Each of the five pillars plays an equally important role. In the advanced book industry, it is not possible for the five pillars to be carried out by one person or a group of people. The five pillars stand upright and parallel and synergize with each other in developing the book industry. Weakness in one pillar will negatively affect the other pillars.

Making textbooks in accordance with the functions, objectives and benefits is certainly enough to make textbooks as appropriate teaching materials. Teachers and students also do not have to mess around with the selection of learning resources to be used. Of course the selection of textbooks as a source of learning must pay attention to specific things and the components making up the learning resource.

CONCLUSION

The essence of education is knowledge transfer and value transfer. The transmission of knowledge is one indicator of achieving educational goals. Good quality is everyone's hope.

Various aspects can be a supporting factor for the quality of education, one of which is the existence of textbooks whose role is very important in the learning process. For publishing good quality textbooks, the role of the publisher cannot be ignored.

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