

Razka Pustaka and Digital Transformation: Islamic Book Publishing Strategies in the Industrial Era 4.0

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Abstract

The development of digital technology has had a significant impact on the book publishing industry, including for Islamic book publishers such as Razka Pustaka. With the presence of e-commerce, social media, and print-on-demand technology, Razka Pustaka is faced with the need to carry out digital transformation in order to maintain the continuity and develop its business in the industry 4.0 era. This study aims to analyze the digital transformation strategy implemented by Razka Pustaka, including the initiatives undertaken, challenges faced, and impacts caused. Using a qualitative case study approach, data was obtained through in-depth interviews, observations, and document analysis. The results of the study show that Razka Pustaka has implemented various digital strategies such as digitalization of the publishing process, development of an online sales platform, and marketing through social media to expand market reach. In addition, the application of automation technology and integration of internal management systems has increased operational efficiency. The impacts of this digital transformation include increased productivity, time efficiency, and wider market expansion, both domestically and abroad. This study is expected to provide insight for other Islamic book publishers in developing business strategies that are more adaptive to changes in digital technology.

Keywords: Digital Transformation, Publishing Industry, Razka Pustaka, Digital Technology, E-commerce, Business Strategy

1. Introduction

The development of digital technology has significantly changed the landscape of the book publishing industry. The emergence of e-commerce platforms, social media, and print-on-demand technology has created both opportunities and challenges for book publishing industry players, including Islamic book publishers (Fatmawati, 2019). Razka Pustaka, as one of the leading Islamic book publishers in Indonesia, is faced with the need to carry out digital transformation to maintain and develop its business in the industry 4.0 era.

In the last few decades, the Islamic books industry has experienced significant growth. One notable trend is the growing number of Muslim publishers publishing religious works in digital or e-book format. This has expanded access for Muslims to Islamic literature without having to go to a physical bookstore (Yuliana & Aziz, 2022). In addition, the content of Islamic books is also increasingly diverse. Not only focusing on holy books and traditional religious books, e-books are now also available that discuss other Islamic topics such as history, fiqh, spirituality, and so on (Yuliana & Aziz, 2022). This diversification of content enriches the repertoire of knowledge and insights for Muslims.

The development of digital devices such as tablets, e-readers, and smartphones also support the ease of access to Islamic books digitally. Readers can now read and study religious material anytime and anywhere more practically and conveniently (Husni et al., 2022). Many publishers have also integrated interactive technology into their Islamic e-books. Features such as audio, video, and other learning aids further enrich the reader's experience in learning Islamic teachings digitally.



Razka Pustaka was established in 2017 with the mission of providing quality Islamic books to the Muslim community. During its decade-long journey, Razka Pustaka has published more than 500 book titles with various topics, ranging from religion, education, to Islamic fiction. Razka Pustaka's products have been distributed in various bookstores and online sales platforms, reaching Muslim readers across Indonesia.

However, with the massive penetration of digital technology, Razka Pustaka is faced with new challenges to adapt its business model. Shifting reader preferences, the emergence of online bookstores, and competition with other digital publishers require Razka Pustaka to undertake a comprehensive digital transformation. This effort is expected to increase efficiency, expand market reach, and provide a better digital experience for Islamic book readers. This research aims to analyse the digital transformation strategy implemented by Razka Pustaka in managing the Islamic book publishing process in the Industry 4.0 era. Through a qualitative case study, this research will explore the initiatives, challenges, and impacts resulting from the digital transformation efforts undertaken by Razka Pustaka. The findings of this research are expected to provide valuable insights for other Islamic book publishers in developing business strategies that are adaptive to the development of digital technology.

2. Methods

This research used a qualitative case study approach to analyse Razka Pustaka's digital transformation strategy. Data was collected through three main techniques: 1) In-depth interviews with company management to explore digital transformation initiatives, challenges, and impacts; 2) Observation of operational activities at the head office and bookstores to understand the application of digital technology; and 3) Document analysis such as financial reports, media publications, websites, and internal documents to enrich the data. Data were thematically analysed through coding, identification of key themes, and inference to generate relevant recommendations.

3. Results and Discussion

Razka Pustaka has taken strategic steps to carry out digital transformation in order to face the changing landscape of the book publishing industry in the industry 4.0 era. This includes digitising the publishing process, optimising marketing through online platforms, and leveraging data-driven technology to understand reader preferences. Razka Pustaka also launched an e-commerce service to facilitate online book purchases, and strengthened its social media presence to build closer connections with its audience. In addition, the company integrated automation technology to improve operational efficiency and speed up distribution. All these initiatives are done to ensure Razka Pustaka remains relevant and competitive in meeting the needs of readers in the digital era.

3.1. Digital Transformation

Digital transformation can be defined as the process of integrating digital technology into all aspects of business, changing the way organisations operate and deliver value to customers (Sidanti et al., 2022). It is not simply the adoption of technology, but rather a cultural shift that requires commitment from the entire organisation to constantly innovate, experiment and adapt.

Basically, digital transformation aims to optimise business processes, improve efficiency, and strengthen customer relationships through the use of digital technology (Fatimah & Mukarramah, 2023). This can include implementing solutions such as data analytics, automation, Internet of Things, artificial intelligence, and others to change the way organisations work and interact (Rahma, 2023).

At the heart of digital transformation is a shift in mindset. Organisations must abandon the old ways of focusing on products or services, and shift to a customer-centric business model (Huda & Munandar, 2021). Digital technology becomes an enabler that allows organisations to better understand customer needs and provide a more personalised and responsive experience (Shelby Dhoz Basnet & Anisatul Auliya, 2022). Digital transformation also demands close collaboration between various functions within the organisation, from IT, marketing, operations, to human resources (Faisol, 2022). Functional silos must be eliminated for the integration and synergy needed to face the challenges and opportunities of the digital era (Alam et al., 2023).

The success of digital transformation relies heavily on an organisation's readiness to change its culture, processes and competencies. Leaders must be able to build a clear vision, mobilise the entire organisation, and create an environment that encourages innovation and controlled risk-taking (My, 2023). The interviews confirmed that digital transformation at Razka Pustaka was carried out through a holistic approach covering all aspects of the organisation, from technology, human resources, to marketing strategy. Management explained that the success of this transformation depends on cross-departmental collaboration and a strong commitment to adapt to change. They added that intensive training for employees, investment in digital infrastructure, and alignment of vision between technology and business goals were key.

“Only with this holistic approach can digital transformation be effective and have a significant impact on the organisation,”

said President Director Razka Pustaka, emphasising the importance of synergy between technological innovation and a well-thought-out organisational strategy.

3.2. Razka Pustaka's initiatives

The interviews revealed that digital transformation at Razka Pustaka not only aims to improve operational efficiency, but also strengthen competitiveness in the Islamic book publishing industry. Management emphasised that the adoption of digital technologies, such as e-commerce platforms, social media, and business process automation, has helped the company reach a wider market. In addition, they noted that these innovations enable a more personalised customer experience, such as data-driven book recommendations and responsive customer service. Key challenges faced include the need to train human resources to be able to operate new technologies as well as ensuring seamless integration between digital systems and traditional processes. Some of the key initiatives that Razka Pustaka has undertaken include:

3.2.1. Online Sales Platform Development

Razka Pustaka has launched a website-based e-commerce platform and mobile application to facilitate online book sales. The platform not only provides a product catalogue, but also digital payment features, an order management system, and integration with delivery (Putriana, 2023). This initiative aims to increase market reach and facilitate buyers' access to Razka Pustaka's products.

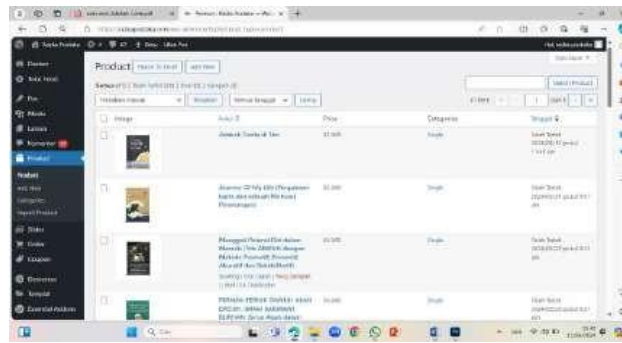


Figure 1. Razka Pustaka Sales Website
Source: Razka Pustaka Publisher Archives

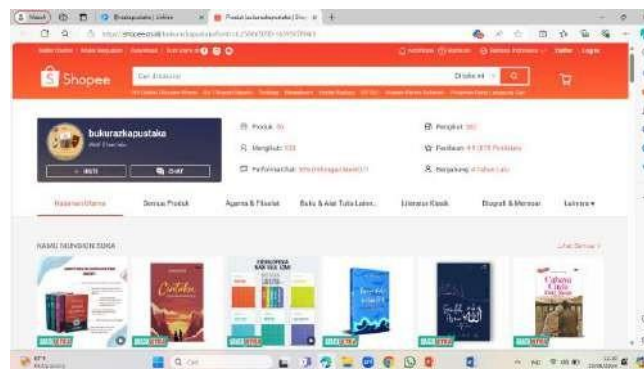


Figure 2. Razka Pustaka's Shopee selling account
Source: Razka Pustaka Publisher Archives

3.2.2. Digitisation of Publishing Process

Razka Pustaka has implemented digital technology in various stages of the publishing process, such as manuscript submission, editing, design, and printing. The use of collaborative software, digital layout tools, and print-on-demand printing machines has increased efficiency and flexibility in producing Islamic books (Putriana, 2023).



Figure 3. Razka Pustaka Layout Process
Source: Razka Pustaka Publisher Archives

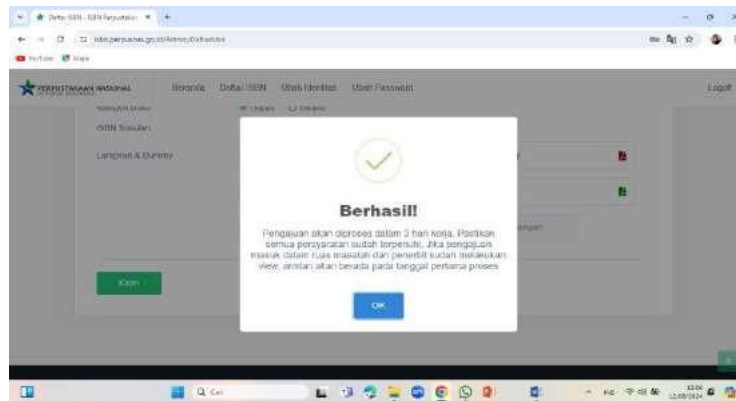


Figure 4. Razka Pustaka ISBN submission
Source: Razka Pustaka Publisher Archives



Figure 5. Razka Pustaka Book Printing Process
Source: Razka Pustaka Publisher Archives



Figure 6. Razka Pustaka printing machine
Source: Razka Pustaka Publisher Archives

3.2.3. Management System Integration

To support comprehensive digital transformation, Razka Pustaka has also integrated various internal systems, such as inventory management, accounting, and human resources. This integration allows Razka Pustaka to obtain integrated data and support more effective decision making (Al Azis, 2021).



Figure 7. Razka Pustaka Book Inventory
Source: Razka Publisher Archives Library

3.2.4. Digital Marketing and Reader Engagement

Razka Pustaka has utilised various digital platforms to increase marketing activities and engagement with readers. This includes the use of social media, digital campaigns, as well as the launch of YouTube channels and podcasts to reach a wider audience. Through relevant and engaging content, Razka Pustaka has managed to build a loyal community of readers while attracting the younger generation. This strategy not only expands its reach, but also reinforces its image as a publisher that is adaptive to technological developments. By utilising the power of digital, Razka Pustaka is able to provide a more interactive and innovative reading experience.



Figure 8. Razka Pustaka Instagram account
Source: Razka Pustaka Publisher Archives



Figure 9. Kang Santri's shop
(Source: Razka Pustaka Publisher Archives)

3.3. The Impact of Razka Pustaka's Digital Transformation

Razka Pustaka's digital transformation efforts have resulted in positive impacts, both in terms of operations and business. Razka Pustaka has achieved remarkable milestones in its journey towards digitalisation. One of the most significant changes is the increase in efficiency and productivity. By adopting digital technology in the publishing process, Razka Pustaka has managed to cut down the time, cost, and resources required. This transformation allowed them to accelerate the book production cycle, resulting in a significant increase in the number of titles published.

In addition, the online sales platform and digital marketing activities have taken Razka Pustaka to the next level. Now, they are able to reach readers not only in various parts of Indonesia but also overseas. The impact has been felt, with a significant increase in sales and a wider base of loyal customers.

The interviews also revealed that Razka Pustaka does not only focus on the technology aspect, but also on strengthening relationships with readers. Management mentioned that through engaging, interactive, and relevant digital content, they were able to create strong engagement across multiple platforms (Azzuhra & Adlina, 2023). This strategy includes the use of social media for information sharing, discussions, and promotions, as well as the launch of educational podcasts and videos that add value to the audience. 'It doesn't stop there, Razka Pustaka also prioritises a closer relationship with readers,' explains the Marketing Manager. This commitment, she says, not only increases reader loyalty but also builds a solid community around their works, making Razka Pustaka more than just a publisher, but part of the reader's intellectual and spiritual journey.

As another strategic move, Razka Pustaka integrated a sophisticated management system to optimise data management and decision-making. With the ability to collect, analyse and utilise data effectively, they can devise more accurate and market-oriented business strategies. This transformation is a strong foundation in Razka Pustaka's journey to continue to grow and innovate in the publishing industry (Husni et al., 2022). It supports more targeted planning, decision-making, and business strategy development.

While digital transformation has brought many benefits to Razka Pustaka, the company also faces several challenges, such as the need to improve human resource competencies, allocate sufficient budget, and maintain data security in the digital environment. However, with a strong commitment and strategic approach, Razka Pustaka continues to strengthen its position as a leading Islamic book publisher in the digital transformation era.

4. Conclusion

In the Industry 4.0 era, the development of digital technology provides both challenges and opportunities for the book publishing industry, including Islamic books. Razka Pustaka, as a leading publisher in Indonesia, undertook a digital transformation to stay relevant and competitive. They developed an online sales platform to expand market reach and facilitate reader access. In addition, digitisation of the publishing process and integration of management systems improved production efficiency and data management.

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