



Editors' Communication Patterns in the Process of Book Manuscripting at Polimedia Publishing

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Abstract

Editors have a responsibility for editing the manuscripts. Editing is a process to improve a manuscript to be eligible for publication. The purpose of this study is to understand and describe the communication patterns of editors. Editors must communicate with the authors, publishing companies, and readers. This study may help to understand and describe the editors' communication patterns, including the influence of knowledge and education in the process of work. This study is a qualitative study using phenomenological study that seeks the essence of the meaning of phenomena experienced by some individuals. Researcher can conduct communication research and examine the symptoms of humanities. Informants in this study are editors at Polimedia Publishing which is one of university publishers. The theory used is interpersonal communication supported by the editor knowledge which explains on a mutual communication between editors and authors as well as publishers. The result of the study is that an editor should have specific communication patterns, knowledge and a proper education in completing a manuscript as a part of literacy.

Keywords: Editor, Publishing, Manuscript, Book

Abstrak

Editor bertugas menyiapkan naskah siap cetak dengan cara penyuntingan naskah. Adapun tujuan penelitian ini adalah untuk memahami dan mendeskripsikan pola komunikasi editor. Editor harus berkomunikasi dengan penulis, perusahaan penerbitan, dan juga pembaca dalam melaksanakan tugasnya. Dengan penelitian ini diharapkan membantu memahami dan mendeskripsikan pola komunikasi yang terjadi termasuk pengaruh pengetahuan dan pendidikan dalam proses bekerja. Penelitian ini adalah penelitian kualitatif dengan strategi studi kasus sehingga dapat melakukan penelitian komunikasi sekaligus meneliti gejala-gejala humaniora. Informan dalam penelitian ini adalah editor Polimedia Publishing yang termasuk dalam kategori penerbit perguruan tinggi. Teori yang digunakan adalah teori Komunikasi Interpersonal dan pengetahuan editor yang memaparkan tentang adanya komunikasi timbal balik antara editor ke penulis. Hasil penelitian menjelaskan bahwa editor harus memiliki pola komunikasi, pengetahuan, serta pendidikan yang tepat dalam menyelesaikan naskah buku sebagai bagian dari literasi.

Kata kunci: Editor, Penerbitan, Naskah, Buku

Introduction

There are several processes that must be done to produce a book. Those are the editing process by an editor, the layout process by a lay outer, the process of cover design-making by a cover designer, the proof process by an author, the printing process by a printing office, and the sales process by a marketing division. Those processes are the common steps that must be done by a publishing company. The publishing company expends funds for writers, translators, editors, lay-outers, printers, sellers, advertisers, and marketing. The editing process is an important process in the completion of scripts into a book.

Editing is a process to improve the manuscripts, instead of creating a manuscript. The emphasis for improvement or correction is in the dimensions of language, so that the manuscript becomes eligible for publication. Compliance referred is in accordance with the applicable rules of language in Indonesian (Rahardi, 2009). In KBBI (2012), editing means (1) preparing a ready-to-print manuscript or ready-to-publish manuscript by paying attention to the systematic presentation, content, and language (including spelling, diction, and sentence structure); (2) planning and publishing (newspapers, magazines); (3) compiling or assembling (films, tapes) by cutting up and reassembling. Thereby, the appropriate meaning of editing in this study is to prepare a ready-to-print manuscript or ready-to-publish manuscript by paying attention to the systematic presentation, content, and language (including spelling, diction, and sentence structure). Editor is in charge of preparing a ready-to-print manuscript to be readable and easily understood by readers and editing the manuscript.

Communication that happens when editor sends a message and it is accepted by author, it can be a direct or indirect feedback effect. The more interaction happens between the two parties, the bigger person's attention to another person who is asked to communicate. On the contrary, the less communication occurs between those parties, the less attention from one to another. Communication that will be done by editor is in the form of face-to-face communication and it influences each other with listening, statement making, openness, and sensitivity as the most effective ways in changing attitudes, opinions, and behavior with feedback effect. How is the communication pattern between the editor and writer, and with publishing company which is one of university publishers in the editing process of manuscripts?

Based on this background, the research problem is: how are the editors' communication patterns in the editing process of a manuscript? This study is limited to the editors who have finished the editing process of a book. Basically, the purpose of this study is specifically to determine the editors' communication patterns related to the profession, especially in the process of manuscript editing, so that they can adapt to a private environment, society, and especially the working environment in a publishing industry. In general, there are some benefits gained from the implementation of this study: (1) for Publishing Department, this will be a new research between communication science and publishing science and (2) related to society, this study can be used as a useful document for the development of science and it adds the literature.

Theoretical Framework

According to Trim (2009), the editors of manuscripts in a publishing company, based on their experience, can be divided into five levels: copy editor, editor, senior editor, managing editor, and chief editor. After worthy manuscripts for publication gets worthy, the editorial department processes them to be ready for printing. This activity is often called editing. The manuscripts which are accepted from the author is not necessarily to be completely perfect and can be directly propagated into a book. An editor must check the completeness of the manuscripts first, including preliminary and post-preliminary. This is necessary to determine whether all elements of the manuscripts are complete or not. In editing, editor is in collaboration with the author to provide input. All changes must be communicated, so that the author can know and approve the results. In addition to communicate with a publishing company related to the results of editing, the editor can also give advice and assistance in the production and marketing stage. Eneste (2005: 94) explains that a publishing company must have *selingkung* style that characterizes and becomes the identity of a publisher. It is useful to distinguish between a publishing company and another one. Each publishing company certainly has a long term vision and mission. These vision and mission become a reference for the editorial department to produce books oriented towards achieving its vision and mission.

Littlejohn (2005) defines interpersonal communication as communication between individuals. Ac-

According to Devito, interpersonal communication is the process of sending messages between two people, or among a small group of people, with some effects and instantaneous feedback. Mulyana (2008) explains that interpersonal communication is a face-to-face communication between people, allowing each participant captures the reactions of others, both verbally and nonverbally. According to Trenholm and Jensen (1995), interpersonal communication is a face to face communication that takes place between two people (dyadic communication). The nature of this communication is spontaneous and informal and the participants mutually receive the maximum feedback and have a flexible role. Barnlund argues that interpersonal communication is usually connected to a very spontaneous and unstructured meeting between two people, or three or maybe four.

Material and Methodology

Phenomenological study is a study that seeks the essence of meaning from phenomena experienced by some individuals. Phenomenology provides a deep understanding of phenomenon as experienced by some individuals. Knowing the same experience is very important and beneficial to the group. Phenomenology may involve an efficient data collection by including one or more interviews with the participants (Cresswell, 2014: 114). Phenomenological study is appropriately used at the research that prioritizes a common meaning from a number of individuals on their life experiences. Description consists of what they experienced and how they experienced it. Informants interviewed were editors who have already done the editing process of manuscripts. The selection of the qualitative informants is based on particular reasons or considerations dealing with the purpose of study. Researcher uses a maximum variation sampling method based on variation in the population. The research was done in Jakarta from May to August 2016. The data was taken by observing the informants' activities and observing all implied in the informants' activities in editing. Then, an in-depth interview was done intensively and comprehensively. From literature studies, researcher has collected and examined matters related to editors and interpersonal communication, as well as collected data that might help in answering the research questions. The data analysis includes data reduction, data display, conclusion drawing, and verification.

Result and Discussion

Publishing Polimedia was originally UPK (Special Services Unit of the Department of Publishing) in 2013. Its publication types are textbooks, creative industries books, management books, agriculture books, journals, bibliography, and popular books. In addition, Polimedia Publishing organizes trainings related to publishing and printing in which its vision is to be creative, innovative, and ultimate company in the field of goods and services provider, while its mission is to be the leading company that provides various types of high quality goods and services with competitive prices and strives to give additional value and trust.

The *first* part of the discussion of this research is the understanding of the editing profession. The *second* part focuses on the informants' perspective on the publishing industry in Indonesia. The last part is to discuss the informants' interpersonal communication patterns. There were 5 informants in this study. The criteria are editors who have done the editing process in Polimedia Publishing. In terms of experience in writing, researcher makes two categories to increase the diversity of the research results. The *first* category is middle editor, while the *second* one is professional editor. In terms of educational background, there are several categories ranging from diploma, S1, S2, and S3. Each informant is identified by the initials of E (Editor), namely E1, E2, and continues until E5. The data analysis of this study is with open coding, axial, and selective coding. Researcher discusses in the form of narrative description by reducing data, presenting data in the form of quotes, drawing conclusions, and making interpretations.

1. Editor Profession

Currently with the growing publishing industry, profession as an editor is increasingly needed. However, public have not known yet in details about this profession as most editors in the publishing industry are due to accidental factors. We know the names of authors but sometimes forget the role of editors in the books. Many books get awards and become the best sellers because the role of an editor. Editor always has the goal of producing qualified books that are easily understood by the public.

For informants, the editor profession deals with correcting, checking, improving the written manuscripts to be readable and communicative to the readers. Even, E5 marks a profession that demands a

special skill. “Profession that requires accuracy, thoroughness, and good language skills,” she said. It is as explained by E2 and E1.

“A profession requires someone to read and write a lot. Correcting writing must be readable in terms of language, truth-data facts, and clarity of content.”

“The most fun and important profession has to make a manuscript to be worth reading. The editor is responsible for writing to be communicative, according to what is meant by author and what is conveyed to the readers.”

Editors even help authors in terms of language. In general, *the authors will be more focused on the script material*, so they pay less attention to the terms of language used. For example: in the selection and use of words and terms that are not yet standard or improper. It can also some data or information that need to be checked again. Furthermore, the examination also pays attention to the absence of violations of courtesy, law, and state regulations. For E3 and E4, an editor, in addition to editing, is also responsible for the legality and copyright of the edited manuscript.

“The editor is the one who corrects a manuscript. The job of an editor is to correct a manuscript to be eligible for publication, while the editor’s responsibility is in terms of the legality of the edited manuscript. ...”The profession has the activity of manuscript editing from the raw script to be a clean script. Performing improvements to the text (editing substantially, mechanically, and visually) are planning procurement, managing copyright, communication with authors, determining whether the manuscript is eligible to be published or not, and others.”

2. Editors’ Capabilities in Editing

There are four manuscript edits commonly used by editors, namely mechanical, substantial and pictorial editing, as well as proof reading. Editors are required to master the four editing abilities. Those editing abilities can also be obtained by the informants from education and trainings. E2 and E1 got the abilities to edit from college. E2 studied Indonesian Language Education, while E1 studied Indonesian Literature.

“I studied at the faculty of literature and language, and read many books. All kinds of editing where I have currently edited 120 books—most of them are textbooks.”

“Mechanical, substantial and pictorial editing, and as well as proof reading are kinds of editing. Because I took Indonesian Language Education, it was not easy for me doing some editing and at the same time I quite often got an assignment to edit the manuscripts. And when I was at senior high school, I learnt editing a lot by myself through news editing exercises to become an editor for school magazines, campus tabloids, and websites.”

E3 and E4 got editing skills because the majors they chose while at the college were quite close to the publishing industry. There were courses and duties of lecturers that required them to do various types of editing. Even, to add the ability to edit, E3 often had to attend trainings.”When I was at the college, I often got the task from lecturers to edit. Because I was less capable, I participated in more training on substantive and mechanical editing.”

Not all editors start their interest in editing because of their educational background. Apparently, there were also informants who initiated to have the ability of editing as the job demanded. E5 who initially studied in the field of engineering eventually went to college S1 and S2 in the Department of Indonesian. Having had such education and has been already working in a publishing company before, he frequently got the editing job, so he wanted to learn how to edit properly and correctly. For him, accuracy has become an important value in editing.

“I have started editing since 1990s. Hence, I practically have mastered on mechanical, substantive editing up to proof reading. Thereby, I started editing books because of work assignments and demands of original textbooks and novels numbering dozens of books.”

3. Editors’ Perspective in Indonesian Publishing Industry

Henry Jacob in the Publishing and Graphic dictionary states that a publisher is a person or company or institution that is legally responsible for publishing a specific book and responsible for the capital and financial costs associated with the publication, includ-

ing royalty payments and / or honorarium fees. Book publishers are institutions that process raw scripts from the authors to be printed materials in the form of dummy (prototype book). The membership of IKAPI (Association of Indonesian Publishers) recorded that there have been some 1,126 publishers throughout Indonesia up to 2013. The biggest concentration of publishers is still in Java Island and the rest are spread in Sumatra, Kalimantan, Sulawesi, including Bali, NTT, NTB, and Papua (IKAPI 2014 Newsletter).

A fairly positive opinion about a publishing industry was delivered by all informants. However, E1 and E3 see that the publishing industry in Indonesia has a threat due to technological factors, especially digital media. It is as stated by E1 and E3 below.

“Regarding the publishing industry in Indonesia, it is good now, but it must compete with the digital era. It is similar to other countries’ experience as of Indonesia itself, the publishing industry has been struggling to compete with digital media.”

“The publishing industry has currently been expanding, but nowadays the most dominant one is the electronic publication or digital book.”

Publishing concentrates on producing and re-producing a literature and information that can be enjoyed by public. The raw material is a manuscript produced by the author and then processed by the publisher. E3 sees that the competition in the publishing industry is increasingly felt between major publishers and indie publishers. E5 actually know that there is a link between reading interest and the type of books published. Indonesia still cannot pursue the developed countries in terms of the development in the publishing industry.

“Growing rapidly along with the rise of indie publishers, the major publishers are still centered in Java and dominated by certain major publishers, while the middle class publishers seem to survive on the spot.” ... “The publishing industry can grow if interest in reading also increases. We still lag far behind the developed countries, even with neighboring country—Malaysia. This is proved by the fact that a number of Malaysian book titles published each year.”

“It has started growing gradually and its development has not been growing rapidly”.

4. Editors’ Interpersonal Communication

Interpersonal communication is effective when communication meetings are pleasurable. Editors know that there are three parties who are responsible at work. *First* is the author as a person who writes or compiles the manuscripts. *Second* is the publisher as a company financing the publishing and printing of books. *Third* is that the readers are the target of the edited books. The author will work with the editor to complete the manuscript before it becomes a book. The publishing company will monitor the extent of editing progress. Meanwhile, the readers will read the editing results of manuscript in the form of a book. Related to these three parties, an editor will require good communication skills.

4.1 Interpersonal Communication with Authors

In the publication, there are three main activities, namely pre-production, production, and marketing. Cultivating the script into a product which is ready to be bought by the readers is a quite time-consuming process that needs intensive work and good system. In the pre-production process, there is an entering-script process which involves in editing and lay out process before finally being printed and marketed to the buyers. In this pre-production stage, the editor will often communicate with author. In terms of its nature, an interpersonal communication can be divided into two -- dyadic and small group communication (Canggara, 2012). Communication is conducted by the informants as editors with the authors prioritizes dyadic communication using face-to-face communication through the process of conversation, dialogues, and interviews. Experienced editors will have the opportunity to meet a direct face-to-face with the author done by E1, E2, and E5.

“For me, an editor is not a re-writer. An editor must defeat his ego to truly communicate the author’s idea to be conveyed. Therefore, in editing, I have to meet face-to-face or speak verbally with author. The most frequent discussions I have with author are about the actual script content or idea to be conveyed. “ ...”Two-way communication is confirmative to the author whose writing is being edited. Using email and phone is the confirmation of explanations about confusing things so as it is necessary to be answered immediately. Confirmation of clarity of contents, data, and facts has arisen

in writing. "...You can do everything. But, for the first time, a direct communication is important. Then, it can be continued by phone or email. As a matter of fact, discussion of writing and editing process are definitely required."

Interpersonal communication is a communication of which the message is packaged in the form of verbal or nonverbal. Like communication in general, interpersonal communication always includes two main elements comprising of the message content and how the message content is said or done verbally or nonverbally. These two elements should be considered and done by considering the situation, condition, and state of the message recipient. Both E3 and E4 tend to never have any face-to-face communication with authors. They communicate with the authors by phone, email, and WA.

"To make the readers get the results of worthy books to be read, a communication with the authors must be made every time when there is a change in script—the edited manuscript. It's rare to meet face-to-face communication more frequently either by phone, email, or WA".

"Frequent communication via WA and email, makes the manuscript be better in terms of content and worthy to be published and read by the readers. It is about the script that will be or is being edited."

4.2 Communication with Publishing Company

Interpersonal communication also plays a role to change and develop each other. The change is through interaction in communication. The parties involved are to inspire, encourage, and support to change thoughts, feelings, and attitudes according to the topic being learnt together. Interpersonal communication is the process of information exchange and transfer of understanding between two or more people in a small human group with various effects and feedback.

Communication conducted by informants as editors with publishing companies is more in a small group of communication. The publishing company will discuss the manuscript in a discussion with the editorial team. Members of the editing team will conduct questions on the development of the editing process. Through that way, members of the editing team will meet face-to-face, then the conversation

occurred can be dismembered, and it is difficult to determine who will be the source or the recipient. E1, E2, E3, E4, and E5 could have the same capacity to disconnect the communication used with the publishing party. As conveyed below:

"Depending on the need, it can be of via email, WA, and meet face-to-face communication. The entire team meeting must talk on the latest development each other. "

"Two-way communication has happened when editor gives a current trend grid of writing ideas occasionally, and accept direct requests from companies or clients."

"When a manuscript comes in, the publishing company will contact me. After that, I will come there". "We always hold meetings to discuss the progress of manuscript being edited".

"The script will be processed immediately, once it's received. I accept the responsibility to edit at the request of publishing company."

Conclusion

The conclusions obtained from this study are 1) for the informants, editor profession is related to correcting, examining, and improving the readable manuscripts and communicative to the readers, 2) the informants' abilities to edit were obtained from education and trainings. A fairly positive opinion about the publishing industry was delivered by all informants. Nevertheless, the publishing industry in Indonesia has a threat due to technological factors, notably digital media. Communication conducted by the informants as editors with the authors prioritizes on the dyadic communication using face to face communication. Communication done by all informants as editors with publishing companies is more on small group communication. The publishing companies will discuss the script in a discussion with the editorial team. Members of the editorial team will conduct questioning related to the development of the editing process.

This study is important as it is eventually not only the presentation of the editor profession or to find out the editing system, but also the explanation between communication science and publishing. The understanding about editors is very useful and helpful in

various circles, especially researchers, or publishing management, and anyone who is concerned about this issue. It is expected that in the future, there will be a practical understanding to address research in a better communication and publishing theme.

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