

Research Article

The Making of Audiobook Platform of the Publishing Student's Final Project to Enhance the Reading Experience

Nurul Akmalia, Laelathul Pathia, Zaenab, and Ni Made Widiastuti

Politeknik Negeri Media Kreatif, Jln Srengseng Sawah, Jakarta 12640, Indonesia

ORCID

Nurul Akmalia: <http://orcid.org/0000-0003-0935-8685>

Abstract.

The decreasing interest in reading books is the main indicator of the development of modern digital publishing. This shifting trend and function in reading books requires the innovation of printed books into a form of digital reading or audiobooks. Audiobooks can be a solution in increasing interest in reading. This research will discuss the process of creating an Audiobook Platform for the Final Project of Publishing Students to maximize the "Reading Experience." The Final Project of Publishing students who will be converted are the prioritized children's book genre, the aim is to increase the reading experience of readers, and reach a wider audience, such as children who cannot read yet, are blind, dyslexic, and graphia disabled readers. The work methods used are pre-production, production, and post-production. This research is a collaboration between lecturers across study programs and students of multimedia engineering technology publishing as a form of independent campus learning application. The results of applied research in this audiobook form are published on the mobile apps platform and website so that it is easy to access from anywhere and anytime.

Keywords: audiobook, publishing, digital platform, childrens book, reading experience

Corresponding Author: Nurul Akmalia; email: nakmalia@polimedia.ac.id

Published 7 March 2024

Publishing services provided by Knowledge E

© Nurul Akmalia et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the JICOMS Conference Committee.

1. Introduction

Publishing study students of the Polytechnic of the country creative media annually publish books. Shifting to the digital era makes audiobook innovation very much needed. Publishing in the digital era is growing in Indonesia along with the development of information and communication technology. The development of information technology in this digital era has a significant impact on book publishing. Therefore, the digitalization of various kinds of products and services, from books, media, to public service applications, has become the main program in Indonesia. Currently, printed books have several limitations, such as requiring a special and large space to store book books, a limited access to the books, have to carry heavy and cumbersome printed books, and the main thing is to preserve the books' condition so they are not damaged or misplaced.

OPEN ACCESS

In addition, the needs of readers and book consumers do not need to come to the library building or in bookstores. with book digitization, especially digital publishing is one solution to answer these limitations.

The existence of digital platforms makes it easier for humans to carry out their social activities in an effective and efficient way by relying on the existence of technology [1]. In the Publishing Study Program, students each year produce final project book products with various genres, including children's books, novel fiction books, poetry, information books, biographies and so on. The final project products of publishing study program students certainly have quality and innovation values that are equally good as books published from well-known publishers. Printed books have been the best way to obtain information and enjoy the story that the author wants to tell. However, with the advancement of technology that is increasingly developing, a new format of books has emerged to become digital books or audiobooks. This underlies the shifting trend in reading a book, we must also follow the trend of innovating printed books into audiobook. The advantage if a book is in digital form is that it increases accessibility, audiobooks provide easier accessibility to book works and reduce barriers that can prevent someone from accessing printed books. This audiobook can also be "read" by people who have difficulties to read or people with disabilities such as people who are blind can also more easily enjoy exploring book. Some other benefits of books in the form of audiobooks can be read flexibly while doing other activities, can help readers enrich language experience, especially for foreign language students. The pronunciation of the correct words and intonations in audiobooks can help improve the ability to speak and understand a specific language.

2. Material and Methods

This research used applied research method with the aim of directly implementing a new program/activity so that it can be a solution to problems. The type of applied research used is a combination of development and action. In this research, This research applied a qualitative research method with a descriptive approach. Researchers describe various aspects discovered in the process of digitizing student works. The process of digitizing student works into audiobooks aims to maximize the reading experience and increase its value. Qualitatively descriptive method of this research will describe the process into a digital product that can be accepted by public.

there are three main lines of work in this applied research, Pre-production, production and post-production. in the first stage is pre-production, we coordinate the concept of



Figure 1: Work Flow.

audiobooks. then we form a team to collect and curate books by publishing study program students based on book genres and narrative lengths. The second stage is production starting with voice recording with various characters according to the selected book, editing voice recordings, making mobile apps and website platforms, synchronizing book images with audio, uploading to digital platforms. the last stage is post-production starting with adjusting the layout and design of mobile apps and websites, testing mobile apps and websites, socializing the use of mobile apps, copyright registration and publication.

3. Result and Discussion

In this research, converting books of students of this publishing study program from printed books to audiobooks are can be determined as marketing channels. Marketing channel is something forged by organizations to help products available for use by consumers [4]. the purpose of developing this audiobook platform is so that readers can have a pleasant reading experience and of course increase the selling value of the book itself. The results of applied research in this audiobook form are published on the mobile apps platform and website so that it is easy to access from anywhere and anytime.

The work of publishing study program students who has been curated and uploaded to this audiobook platform. There are five works that became prototypes including children's storybooks and children's information with the titles "Ocha dan Uangnya", "Rumah Si Pitung", "Gigiku Sehat, Aku Gembira", "Bermain Aman Di Kolam Renang", and "Bhineka-Ku". These five books were selected for the first stage prototype according to the quality of the story, illustrations and the number of pages. With limited time constraints, books with fiction and non-fiction genres are temporarily in digital form but

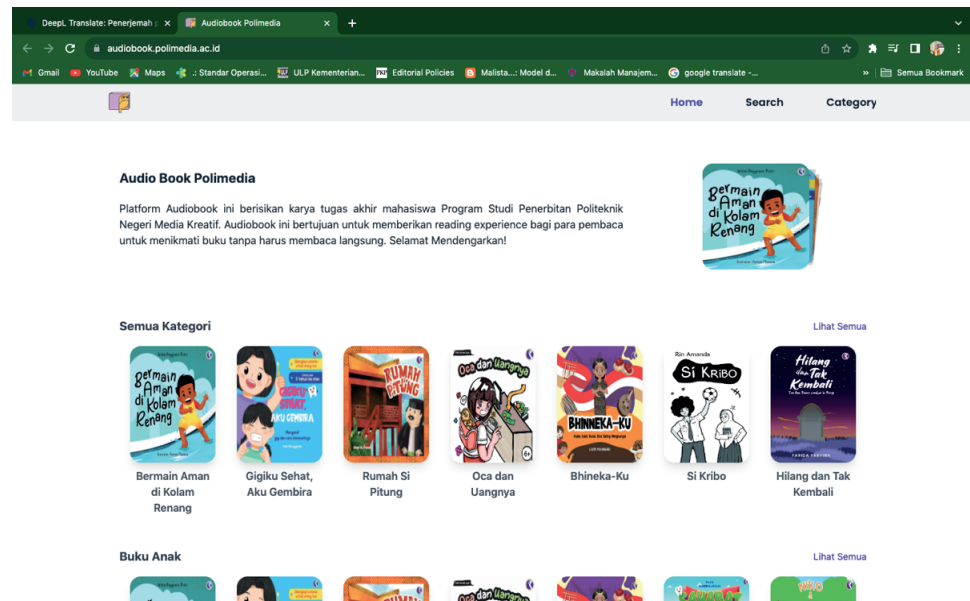


Figure 2: audiobook looks on the website in desktop.

have not yet added audio.. The results of applied research in this audiobook form are published on website <https://audiobook.polimedia.ac.id/> so that it is easy to access from anywhere and anytime. This is the audiobook looks on the website in desktop form

The use of audiobooks is growing rapidly in various forms “to digital, from tabletop to handheld, and from cassettes to Cds” [2] innovation in the form of audio presentation starts from cassettes, CD players, MP3-MP4 to Play away. In these audiobooks, the audio format used is MP4 with the selection of voice characters according to the characteristics of the story using narrative storytelling techniques, the goal is that readers can understand the storyline easily. Audiobooks are also an innovative learning medium, especially for children who cannot read on their own. Audiobooks maximize communication activities in reading, namely, listening, and improving speaking skills, by listening to the narrator. Also learn about dialect, language, and pronunciation and intonation [3]

The Final look of this audiobooks are user friendly, especially for kids. When we open the page, an available book arrangement will appear based on the cover, then click on it and the book cover will appear and the audio will automatically heard. After finishing reading the first sheet, click the next button and the second sheet will appear and the audio will automatically play and so on until the last sheet of the book. Digitalization in the form of audiobooks of student work books will provide additional value to students’ final project work. Digitalization also makes it easier for students to

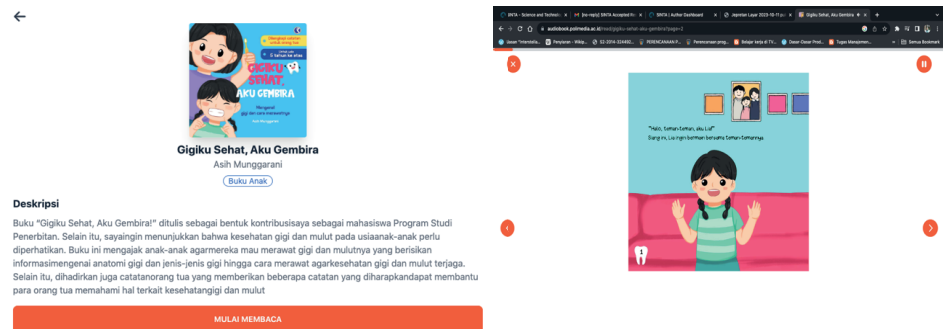


Figure 3: audiobook “Gigiku Sehat, Aku Gembira” (Final Project).

promote and propose the sale of copyright works to third parties with the study program as a mediator.

4. Conclusion

The conclusion is this audiobooks can be applied as strategies to market in term of promote and sell students’ projects. These practices can be claimed as the first effort to be made by the institution, especially the Publishing Study Program, in order to sell students’ final works. In addition, this audiobooks can build students’ confidence about their products and open opportunities to make industry aware about not only their products but also their skills.

Audiobooks can also be used as an alternative to engaging people in storytelling activities and bedtime stories for children’s books, so that Audiobooks can be enjoyed together and provide an interesting and exciting conversation. The most significant advantages to the physical form of books to digital form are publishing students’ book products can reach a wider market globally because they can be enjoyed and downloaded from anywhere. This will definitely benefit the authors by expanding their market. In conclusion, audiobooks are an effective medium to reach more audiences and increase access to printed books. Audiobooks provide a new experience in reading books and can be an attractive and accessible alternative for customers or readers of printed books. This is why it is necessary to provide an innovation in transferring the final project work of publishing students into audiobook form because the audiobook platform provides many advantages for readers in enhance their reading experience. From flexibility to time efficiency, the reading experience will become easier and more enjoyable.

Acknowledgements

Gratitude to Center for Research and Community Service (P3M) Politeknik Negeri Media Kreatif for Research Grant.

References

- [1] Wibawa AE. 76 Implementasi platform digital sebagai media pembelajaran daring di mi muhammadiyah PK kartasura pada masa pandemi covid-19. *Berajah Journal*. 2021. p. 78.
- [2] Sharon Grover LD. *Listening to learn: Audiobooks supporting literacy*. Chicago: American Library Association; 2012.
- [3] Maria Alcantud Diaz CG. *Audiobooks: Improving fluency and instilling literary skills and education for development*. Tejuelo; 2014. p. 112.
- [4] Kotler P, Armstrong G, Opesnik MO. *Principles of marketing*. Pearson Education Limited; 2021.