SUMMARY

HARYO TRI BINTORO. Strategy of Indonesia Textbook Publishing Industry facing the Digital Era. Supervised by RINA OKTAVIANI and RIZAL SYARIEF.

The digital era has influenced the business environment in the world for becoming more dynamic, the growth of digital technology encouraged the textbook publishing industry for keeping society needs. The growth of digital era makes the society demands of textbook publishing product become increasing, both from the quality, price, accessibility, and other aspects. The study of textbook publishing industry strategy to face the digital era in Indonesia is done by some purposes which is: mapping the textbook publishing industry nationally, formalizing the national textbook publishing industry to face the digital era, giving the recommendation strategy for national textbook publishing industry.

The analysis methods that is used in this study is SWOT (Strength, Weakness, Opportunities, and Threats), to simplify and accelerate the process of decision-making by using Analytic Hierarchy Process (AHP). The results of this study is expected to give benefits for stakeholder such as publishing company, publishing industry, government, society, as well as: (1) become a basic reference and input for textbook publishing industry in formulating strategies to face the digital era, (2) get the proper formulating strategies for the growth of textbook publishing industry in the digital era, (3) improving and developing the national textbook publishing industry in the digital era, (4) preparing the textbook publishing industry to face the digital era, (5) giving contribution to government in determining the regulations in national textbook publishing industry.

The results of the study on the strategy of the national textbook publishing industry facing the digital era, the main priority is efficiency. Product innovation, transaction and marketing towards digital is the next strategy should be prepared and carried out. Other strategies, priorities on diversification and focus, in addition to set up e-book products also need to innovate in products, such as printed books bundling produces CD-Rom, multimedia, interactive link as a value-added. Development of the national publishing text books ahead, government policies and regulations to be dovetailed with the textbook publishing industry.

Keywords: AHP, digital era, strategy, SWOT, textbook publishing industry