



Analysis of Capital in The Production of Literary Book in Parist Penerbit (The Field of Cultural Production Analysis)

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Abstract. This research discusses the role of capital in the production process of literary book at Parist Penerbit, a publishing unit of Paradigma Institute in Kudus. The publisher is known for the background of its founders who are mostly journalists, as well as its focus on nonfiction prose. Using Pierre Bourdieu's theory of cultural production arenas, this research identifies four types of capital that play an important role: social capital, economic capital, symbolic capital, and cultural capital. The research was conducted with a descriptive qualitative approach, using primary data from interviews and secondary data from related scientific publications and articles. The findings show that cultural and social capital have a significant influence on the quality and selection of published works, while economic and symbolic capital play a role in distribution strategies and recognition in the publishing arena. By understanding these dynamics, this research provides a comprehensive picture of the strengths and challenges faced by Parist Penerbit in the book publishing industry.

Keywords: Book Publisher, Pierre Bourdieu, Sociology of Literature, The Field of Cultural Production

1 Introduction

The book publishing industry has undergone significant development in line with changing market trends and demands. In this context, book publishers not only function as producers of literature but also as profit-oriented business actors. Literature are now seen as commodities that play a role in the circulation of capital [4]. Publishers have an important role in determining the types of works that will be produced and distributed to the public. In carrying out this function, the ideology of the publisher greatly influences the choice of language, creation, and knowledge they produced [2].

One publisher that is interesting to study is Parist Penerbit, a publishing unit of Paradigma Institute in Kudus. The background of the founders, who are mostly journalists, gives Parist Penerbit its own characteristics in publishing works, especially nonfiction prose which dominates their production. In its development, Parist Penerbit also publishes various genres of texts, although nonfiction books such as modules or teaching materials still dominate.

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Bourdieu identifies four types of capital: social capital, economic capital, symbolic capital, and cultural capital. First, social capital includes networks and relationships that help individuals or groups gain recognition and moral support. Second, economic capital is the financial capability of individuals or agents. Economic capital is very important in the publishing world because it can support production autonomy. Next, symbolic capital refers to prestige or reputation that affects an individual's acceptance in the community. Finally, cultural capital describes an individual's way of communication and its relationship with education and knowledge that shapes their habitus. All of these capitals play an important role in understanding power dynamics in publishing. Bourdieu mentions that those with the most capital are likely to rise to higher positions [1].

Pierre Bourdieu's theory of the field of cultural production provides a relevant analytical framework to understand the capital owned by Parist Penerbit in the arena of literature publishing. Bourdieu emphasizes the importance of social space as a place where agents with different but systematic characteristics interact. This research aims to reveal how Parist Penerbit's capital influences the production of literature. By using the field cultural production approach, this research is expected to provide a comprehensive picture of the dynamics of publishing at Parist Penerbit.

2 Methods

This research is a qualitative research that is presented descriptively. The material object is Parist Penerbit and the formal object is the capital owned by the Parist Penerbit. The research data was obtained from primary and secondary data sources. Primary data was obtained through interviews with the editor-in-chief of Parist Penerbit, while secondary data was obtained from Parist Penerbit's literature publications, related publications, and scientific articles on the production of literature in book publishing.

Data collection was conducted using field study and literature study methods. The field study involved interviews with the editor-in-chief of Parist Penerbit, while the literature study involved searching for related publications and scholarly articles that discuss the production and distribution of literary works online. This literature study serves as additional and comparative data for the findings in the field. The findings were analyzed using Pierre Bourdieu's The Field of Cultural Production theory to see how Parist Penerbit' capital in the book publishing field.

3 Result and Discussion

Publishers have the responsibility of selecting manuscripts to be published-not only in terms of quality but also marketing potential. The successful sale of published books also depends on the distribution strategy used by the publisher. Escarpit explains that the publisher's three activities of selecting, creating, and distributing are interdependent and form a cycle in publishing [3]. In order to keep the cycle going, publishers need a strategy that suits their capacity.

Parist Penerbit is a book publisher owned by the Paradigma Institute. Paradigma Institute is an independent research institute born out of the Lembaga Pers Mahasiswa Paradigma di IAIN Kudus (formerly STAIN Kudus). This research institute is a development of LPM Paradigma. The Paradigma Institute has two fields to carry out organizational activities, namely publishing and literacy development. The publishing sector is realized through Parist Penerbit. Parist Penerbit became a space for its founders to publish their prose journalism works. Parist Penerbit then expanded to accept various manuscripts, including literature.

3.1 Cultural Capital

Cultural capital is the first step for someone to gain symbolic power. This capital can be seen from the diplomas, etiquette, and status that agents have. Linda states that cultural capital is shown in the way individuals communicate, both in oral and written form [5]. This ability is related to one's educational background and knowledge. The arena that the individual lives in will shape his habitus. Bourdieu explains that a person must at least have a little ability or talent in order to be accepted as a legitimized agent [1].

Parist Penerbit is led by alumni members of the Lembaga Pers Mahasiswa Paradigma di IAIN Kudus. After graduating from campus, the founders of Parist Penerbit took jobs in various fields, such as school employees, journalists, and cultural practitioner. Parist Penerbit's founders' backgrounds in education, journalism, and culture have influenced the works Parist Penerbit produces. An example is *Yang Asing di Kampung Sendiri*. *Yang Asing di Kampung Sendiri* is a book that contains a collection of prose journalism by the founders of Parist Penerbit by involving several writers they know. In addition, the cultural background also gives legitimacy to their ability in the field of writing so that it affects the selection process of literature.

In the selection process of literature, Parist Penerbit has several criteria as indicators of whether a manuscript will pass. Poetry works must meet the requirements of exceeding 150 pages. If the poetry manuscript is less than the specified criteria, Parist Penerbit will offer the author to add pages to the draft manuscript. If the author is unable to fulfill these requirements, the poetry manuscript will not pass the curation. Meanwhile, prose

manuscripts, such as short stories and novels, do not have too strict criteria. Parist Penerbit will accept prose manuscripts as long as they are packaged in a mature language style.

3.2 Social Capital

As a student-founded publishing house, Parist Penerbit does not have strong economic capital. However, they strengthen their publishing position by establishing relationships with various parties. The relationships built are not only for the sake of increasing economic capital, but also to increase cultural capital in the form of knowledge. Bourdieu explains that economic capital provides guarantees that can be the basis for self-confidence, courage to make breakthroughs, and indifference to profit [1]. If owned together with social capital and cultural capital, their position will tend to be at the top and be the first to move towards a new position [1].

The book *Yang Asing di Kampung Sendiri* is the first book published by Parist Penerbit. In an effort to publish it, Parist Penerbit did not have enough capital. So Parist Penerbit tried to establish a relationship with the Pemerintah Kabupaten Kudus. Parist Penerbit received assistance to print 25 copies of the first book. This number was reduced by 75 percent from the initial agreement with the Bupati Kudus, Dr. H. Musthofa, S.E., M.M. This also shows that the symbolic capital of Parist Penerbit is not strong enough to be dominated.

In addition, Parist Penerbit also established relationships with other book publishers, such as Penerbit Langgar and Buku Mojok. Parist Penerbit's relationship with Buku Mojok began when Parist Penerbit attempted to establish a bookstore to support its economic capital. Parist Penerbit took advantage of the opportunity to become a reseller of Buku Mojok. From there, Parist Penerbit gained knowledge about managing a bookstore and book publishing from Buku Mojok. Parist Penerbit then established Buku Parist as a field of sales.

3.3 Symbolic Capital

Bourdieu highlights the importance of symbolic capital in literary production, which includes reputation, authority, and recognition in the literary field. Bourdieu explains that for the writer, critic, art dealer, publisher or team manager, the only legitimate accumulation takes place in making a name for oneself [1]. A name that is known and recognized will become a power and bring profit.

The name Parist Penerbit is taken from the acronym Paradigma Institute. This name was chosen because of its easy pronunciation. The logo used by Parist Penerbit is also made simple with wordmarks. Morr explains that wordmarks are font-based logos that focus on highlighting the brand name [6]. The brand name used by Parist Penerbit allows them to be easily recognized. In addition, the name Paradigma Institute already has legitimacy among academics around IAIN Kudus.

4 Conclusion

This research shows that the capital owned by Parist Penerbit plays an important role in the production process of literary works. Using Pierre Bourdieu's field of cultural production theory, it was found that the four types of capital-social capital, economic capital, symbolic capital, and cultural capital-have a significant influence on the dynamics of publishing at Parist Penerbit.

First, cultural capital. The educational background and professionalism of the founders, who mostly come from the world of journalism and academia, provide legitimacy and quality standards in the selection and production of works. However, these standards are dominated by their need for economic capital. This can be seen from the less rigorous curation process.

Second, social capital. The networks and relationships built by Parist Penerbit, both with the local government and with other publishers such as Buku Mojok, help strengthen their position despite limited economic capital. These relationships not only provide financial support but also knowledge and experience in managing book publishing and distribution.

Finally, symbolic capital. The reputation and goodwill built through the brand and association with Paradigma Institute has a significant impact on legitimacy and acceptance among academics and the literary community. A memorable logo and name also help increase the publisher's recognition and authority.

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