

Interpretation of Literature Piracy in Tere Liye's Novel Title "*Selamat Tinggal*" A Study of Literature Sociology

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Abstract: Sociology of literature is like an imitation, to see the real situation and social phenomena that occur. in the imaginative world, there are always events in the real world that then become part of the storytelling. Literature then blends and blends between real events and fictional events. With existing innovations, hidden realities can be brought back. The object of this research is a novel entitled "*Selamat Tinggal*". This novel tells about Sintong, a student who works as a keeper of a pirated bookstore: "Berkah". Sintong is a graduate student from the faculty of literature. Ideally, he does not agree with his work as a mediator for pirated books to be sold. But conditionally, only selling pirated books, Sintong can continue her studies. Understandably, he is an overseas child who has not received any money from his parents. Even guarding a bootleg shop next to the station, because the owner of the blessing shop is his own Paklik. This research method is a qualitative research method. According to Moleong, for this qualitative research to understand the phenomena of what is experienced by the research subject, for example, perceptual behavior, motivation, action and others holistically, and by way of description in the form of words and language, in a special context that is natural and by utilizing various natural methods. With this the data presented in this study are in the form of words, phrases, sentences, and the context of the story in the novel. This qualitative descriptive research is descriptive and analyzes the problems contained in the novel objectively. This study is to compare the fictional events in the novel with the reality that occurs in the real world. One example that is closest to us is students who prefer to buy pirated books rather than original books. Of course, the advantage of pirated books is that they are much cheaper than original books. The student's mediocre economic situation supports this. Sintong even when selling pirated books, has a lot of subscribers who are among students. The name of the pirated bookstore is "Berkah". This becomes a kind of satire by the author towards the world of piracy. The word blessing has a positive connotation, meaning "a lot of good". This is because the market share of pirated books is the weak economy. The goal is that ordinary people can get a lot of good from reading pirated books. Of course, the hijacked books are the "best sellers", which have a lot of good in them. But this is actually satire. Sintong himself realized that "there is no blessing in stealing". Sintong is well aware that book piracy is a crime that is prohibited by law. But until now, the law that was at the beginning of the book has only been a decoration because no one has ever been prosecuted for pirating a book. Sintong himself is a writer. He wrote his thoughts in the mass media. He knows very well that pirated books are stealing the writer's fortune. The writer does not get a penny of money from the results of his hard work writing. The ones who get a lot of material benefits from pirated books are the producers. He simply reproduced what was already there, without ever paying for writers, cover designs, editors, lay outs, distributors and others. Just simply copy what is already there, then sell it for less than half the price of the original book. Of course that was enough profit.

Keywords: Piracy; sociology of literature, social reality

1. Introduction

In Indonesia, the circulation of pirated books is a crime that can never be completely eradicated. Lots of pirated book sellers who market it openly, without ever feeling afraid. Often found stalls of pirated books in the area of large universities. Not infrequently, naughty photocopiers also sell pirated books which they reproduce themselves. This piracy can be interpreted as counterfeiting a product that is made exactly like the original (copying 100%), with a significant price difference so that buyers are aware that the product they are buying is a fake.

The number of cases of pirated book transactions cannot be separated from the people's willingness to get the same goods but at a cheaper price. Not only the price is cheaper, access to it is also very easy. Kiosks of pirated books are located in strategic places and are often found in markets. In contrast to the official bookstore, which is only in a crowded place with the target market of people with middle to upper economy. The difficulty of finding books at low prices is experienced by many people from various circles, especially students and college students. So that in the end they become consumers of pirated books.

The reality of the condition of people who like pirated books is the main theme in the novel entitled "Selamat Tinggal". Tere Liye as a writer satirized this situation with the story he made. Of course, novels are essentially mimesis of reality. A kind of imitation of the reality that happens in our world. We can see social phenomena that occur implicitly in literature. We live in a real world created by God, while fiction is an imaginative world created by humans. In this imaginative world, there are always events in the real world which then intersect and become part of the storytelling. Literature then combines real events and fictional events. By looking at the phenomena that occur in the fictional world, the hidden realities in the real world can be brought back.

This novel "Selamat Tinggal" tells the story of Sintong Stay, a student who works as a keeper of a pirated bookstore named: "Berkah". Sintong is a student at the faculty of literature. He is active on campus and is a member of UKM (Student Activity Unit) in the field of Journalism. Sintong himself was an active writer in the early years of college.

Sintong actually does not agree with his job as a seller who sells pirated books. But this is the only way to survive. Sintong is an overseas child who no longer accepts remittances from his parents. He was entrusted to Paklik Maman, who owns several pirated bookstores. Sintong will be financed by tuition, boarding houses, and daily necessities, provided that Sintong is willing to work for Paklik Maman as a pirated book dealer in one of the pirated bookstores.

2. Research Methods

This study uses a qualitative method and a descriptive approach, which describes the reality and problems that occur in literacy piracy, and the solution is based on Tere Liye's novel "Selamat Tinggal" by Tere Liye. Through coding and recording data, then grouped

and classified according to the reality that occurred. Data were analyzed by using data reduction, presentation, and drawing conclusions.

3. Discussion result

3.1. Distinguishing Original and Pirated Books

The first thing that needs to be a starting point for discussion is to distinguish pirated books from original books. Pirated books are often referred to as KW books or non-original books. The thing that makes the most difference is the price. Researchers take the example of sales made by two different stores in different marketplaces.

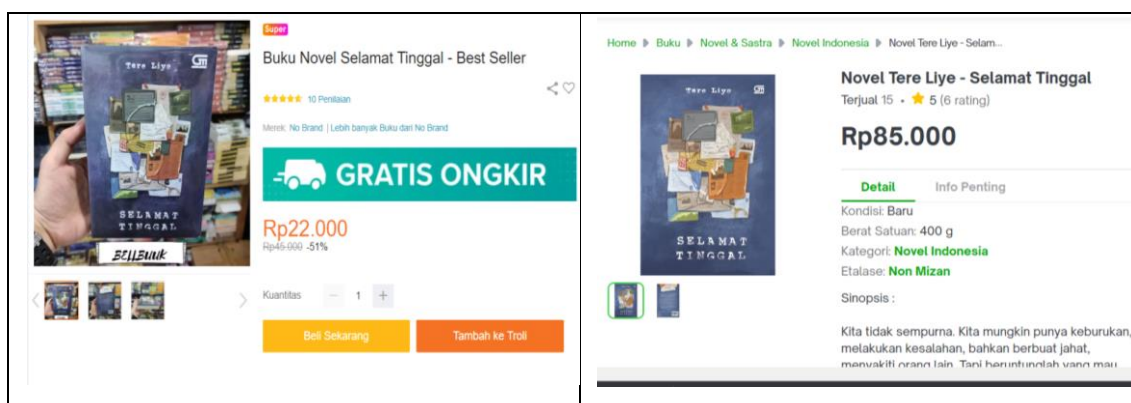


Image 1: Comparison of KW Books (Left) with Original Books (Right)

From the illustration, it can be observed that original books are almost 4 times more expensive than pirated books. So many students, college students, and people with middle to lower economic levels, prefer pirated books. But of course, the quality of pirated books is much worse than the original books. This is to reduce production costs. Tere Liye clearly describes the characteristics of pirated books.

“Ini beberapa halamannya juga tidak jelas cetakannya, Bang. Cover-nya juga pengok.” (Liye, 2020:9)

Benar juga, buku-buku ini berbau menyengat saat dibuka, cetakannya juga buram, cover-nya berbeda sekali dengan buku yang biasa dia pegang. (Liye, 2020:22)

Produk KW, non-ori, kualitas sesuai harga. Tidak terima komplain kalau kertasnya robek, tintanya menyengat, cover-nya buram, mudah copot. (Liye, 2020:69)

Di dunia bajakan, harga buku hanya dilihat dari tebal atau tipisnya saja. (Liye, 2020:14)

Pirated books always use poor quality books. The paper is opaque paper that tears easily. The prints are worse than photocopies, the ink stinks. Sometimes there are one or two blank pages, forgetting to print. The paper contents of the book and the cover are held together with makeshift glue. Often comes loose when opened gaping. Pirated books are ideally only read once. In order not to be damaged, do not let it be lent to someone else. When it comes back it's always scattered, but it's better than not coming back at all.

The only advantage of pirated books is that they are cheap. Of course, the target market for pirated books is students. Schoolchildren and college students often buy pirated books

because of their price. However, after buying pirated books, sometimes I feel sorry for the quality, especially the books that are often loose. But when you want to buy an original book, the problem is the high price.

The reason why original books are expensive is because of the long process involved in publishing books. This is related to the production chain which is quite long and requires not cheap costs.

The long process starts from the manuscript received by the editors until it becomes a book that can be held by consumers. There are hundreds or maybe thousands of manuscripts that go to the editorial desk. Then the script selection team looks for good scripts that have the potential to sell well. Not necessarily a good book will be published, if it has no potential to sell, it certainly will not be published because there will be no return on investment.

After that there is the editing process. How to make the author's initial book script better in language and delivery. Non-fiction manuscripts should be more researched so that the contents are not wrong. The process is continued with the layout or layout of the book pages. There is also a team that takes care of the cover so that the physical appearance of the book becomes attractive.

It was only after the dummy of the book was finished that the publishers began to take into account, paper producers, printers, distributors, expeditors to bookstores or agents. Apart from that, for every copy of the book sold, the publisher is obliged to pay royalties to the author of the book. This is still coupled with the many taxes that must be borne by publishers and printers such as taxes on paper, printing costs taxes, book taxes, author income taxes and others. All of these costs are then accumulated into the price of a book. Meanwhile, in the process of pirating books, these costs are immediately cut because they do not go through a long production chain. Because it is tax-free, the price of printing a copy of a pirated book is much cheaper.

Unlike the process of making pirated books. Only look for books that are already bestsellers on the market. Buy one, then print multiple. The price of 22,000 for a pirated book, has been very profitable for them. Because it only pays low production costs.

“Lihat tuh penerbit kayak Gramedia, mereka harus capek-capek menyeleksi naskah, memilih naskah yang bagus, terus mengedit, di-lay out, dibuatkan cover, baru dicetak. Pasti laku? Belum tentu. Dari sepuluh buku, paling hanya satu-dua yang laku.” (Liye, 2020:215)

“Pak Bos kan tidak. Dia cukup comot saja buku-buku yang sudah laku di pasar, yang sudah pasti. Lantas bikin bajakannya, beres. Tidak ada risiko tidak laku, karena orisinalnya saja yang mahal laku, apalagi bajakannya yang harganya hanya seperempat atau seperlimanya. Pasti laku. Dan dia tidak perlu capek ngurusin penulis, setor pajak ke pemerintah, dan sebagainya. Paling urusannya ke petugas berseragam.” (Liye, 2020:215)

3.2. Satire for Consumers of Pirated Books

Literature is a mimesis of social reality, but not only that. After the author conveys the social reality that exists in society, of course he doesn't just take pictures. Literature also functions as a control over reality. Tere Liye as a writer carries out social criticism in his work. He gave a response to the problems seen in society. For the author himself, literary works are a means to communicate the ideas or thoughts possessed by the author which are then poured into his writings. This is done by the author as a form of expression of feelings or even protest against the reality of social problems that exist in people's lives. This is done by the author as a form of expression of feelings or even protest against the reality of social problems in people's lives. The reality of the social problem is the gap between desire and reality.

Tere Liye gave a subtle satire to readers who still consume pirated books.

Fantastis sekali. Mereka belajar tentang hukum dari buku bajakan. Hukum seperti apa coba yang hendak mereka tegakkan? Sapunya kotor, kok hendak membersihkan lantai. (Liye, 2020:51)

Bagus sekali. Mereka mau tes CPNS dengan belajar dari buku bajakan. Besok-besok kalau mereka lulus tes dan jadi PNS betulan, apa dong kualitas mereka? Bahkan urusan beli buku latihan saja, mereka santai membeli bajakan. PNS KW dong? Atau PNS aspal? (Liye, 2020:75)

Tere Liye quipped to readers that knowledge derived from pirated books would not be good. Piracy in the world of literacy is a criminal act, stealing the author's intellectual property. This book piracy transaction is very detrimental to the author, because the author does not receive a penny from the sale of pirated books. Even though the writer was tired of thinking deeply, taking a lot of time to write, but when it was sold, he did not get anything. According to Tere Liye, it's useless to study law, if only learning tools still violate the law by pirating books. It's also useless to be a civil servant, if the knowledge gained comes from pirated books that are very detrimental to writers.

Tere Liye continued his satire to the people who consume pirated books. He is not willing that people who have a low attitude even pretend to be wise in criticizing the work of the author's thoughts. According to him, piracy is the theft of creativity, intellectual, and economic value of writers.

Empat remaja ini fantastis sekali. Mereka asyik mengkritik penulis yang buku bajakannya akan mereka beli. Bukankah itu jadi mirip ketika ada seorang pencuri, masuk ke rumah korbannya, dia mengambil televisi, ponsel, dan sebagainya, lantas mengomel, "Aduh, rumah ini kok miskin sekali? HP-nya jadul, televisi hitam putih, rugi waktu saya di sini." (Liye, 2020:182)

3.3. Intellectual Theft

It is stated in law number 19 of 2002 concerning copyright, "Copyright is an exclusive right for the creator or copyright holder to announce or reproduce his creation, which arises automatically after a work is born without reducing restrictions according to the applicable laws and regulations."

When this copyright is reproduced without the knowledge of the copyright holder, it becomes a criminal offense. The criminal provisions for copying pirated books are

alluded to in Article 72 paragraph (1) "Anyone who deliberately and without rights commits an act as referred to in Article 2 Paragraph (1) or Article 49 Paragraph (1) and Paragraph (2) shall be punished with imprisonment. each for a minimum of 1 (one) month and/or a fine of a minimum of Rp. 1,000,000.00 (one million rupiah), or a maximum of 7 (seven) years and/or a fine of a maximum of Rp. 5,000,000,000.00 (five billion rupiah)."

Article 72 paragraph (2) relates to the seller of pirated books. "Whoever deliberately broadcasts, exhibits, distributes, or sells to the public a work or goods resulting from a copyright infringement or related rights as referred to in Paragraph (1) shall be sentenced to a maximum imprisonment of 5 (five) years and/or a maximum fine of Rp. 500,000,000.00 (five hundred million rupiah)."

But in reality, until now in Indonesia there has never been a case of literacy piracy which was later brought to the realm of law. So that the perpetrators are safe. It is true that law enforcement officers occasionally carry out raids, but they occur with the knowledge of the seller. There was a conspiracy going on. That's according to the author's knowledge.

"... Kalaupun ada razia, pasti akan ada informasi, jadi kita bisa pura-pura diangkut beberapa kardus buku, dimusnahkan. Saya yakin, mereka tidak akan menghabiskan semuanya." (Liye, 2020:189)

Piracy in the world of literacy is becoming more widespread because it is supported by a growing marketplace in Indonesia. As the researcher said in the first picture above, the marketplace sells pirated books. And it's perfectly safe, as it's untouched by law.

"Alaaah, pemilik yunikon-yunikon itu kan yang penting bisnis mereka ramai. Semakin banyak yang jualan, semakin besar transaksi mereka. Nilai perusahaan mereka semakin tinggi. Tutup mata saja mereka, mau isinya bajakan atau aspal. Di depan ngomong melarang, di belakang membiarkan saja." (Liye, 2020:63)

In fact, these activities can be brought into the realm of law. The author is very disadvantaged by the existence of these pirated books. In pirated books, the author does not get a penny from his efforts to write. His thoughts that he conveyed in writing, the time he spent writing, leaving other activities just to finish the book, all of that was fruitless when his work was hijacked. Tere Liye illustrates how pathetic it is for a writer whose works are pirated.

Puluhan tahun terakhir, boleh jadi puluhan juta buku bajakannya terjual. Itu ironis, karena pengarangnya M. Shadily dan John M. Echols, seharusnya menjadi salah dua penulis terkaya di negeri ini. Nyatanya tidak. Jutaan orang mencuri hak mereka. (Liye, 2020:158)

Industri bajakan itu bagaikan lintah yang diam-diam menyedot darah seekor hewan. Lintah hanya menyedot darah hingga kekenyangan, berhenti. Tapi sebaliknya, industri bajakan terus rakus, lagi, lagi, dan lagi. Tidak peduli jika mangsa yang dia sedot mati tinggal tulang belulang, mereka sibuk mencari mangsa lain. Sementara penegak hukum, yang tidak peduli, tidak menegakkan hukum. Mereka bagaikan tikus got yang menjijikkan. Mereka melindungi lintah-lintah ini. penikmat benda bajakan sama juga saja. Mereka menikmati penderitaan orang lain. (Liye, 2020:301)

“G.H. Subagja meninggal lima belas tahun lalu di rumahnya di Cipanas, dengan empat anak. Dia penulis buku dengan jutaan oplah, tapi sayangnya sebagian besarnya adalah bajakan. G.H. Subagja meninggal dalam kondisi miskin. Untuk berobat ke rumah sakit pun dia tidak punya uang. Anak-anaknya juga miskin, tidak mewarisi apapun. Mereka tidak menikmati sepeser pun royalti dari buku bajakan tersebut.” (Liye, 2020:315)

“Kejam sekali memang industri bajakan. Dan itulah salah satu realitasnya. Keluarga penulisnya hidup miskin. Sementara pembajak, penikmat buku bajakan, pembaca e-book ilegal, mereka bahkan memiliki HP, baju, sepatu yang harganya hanya mimpi bagi anak-anak penulis buku tersebut. (Liye, 2020:315)

4. Final Reflection

In the end, after literature conveys the reality that has occurred and conveys the author's ideas about social control that occurs, of course there is an ideal dream that the author wants. Piracy cannot stop because it is purely a novel about piracy. Even the novel that tells about the crime of piracy has become the object of piracy.

Tere Liye realized that the cycle of piracy production occurred because of the high demand from consumers. The easiest is to make consumers aware of the dangers of pirated books. If all consumers are collective and aware that the case of pirated books is very detrimental to the author. A writer may stop writing because he does not have income from selling pirated books. If the reader fully supports the author, then he will buy the original book even though the price is expensive. Because it is a form of support to the author to continue to exist. The aim of research and writing of this novel is to awaken readers until they say:

“Gue bukan pembaca sampah. Ngaku nge-fans sama penulisnya, eh malah baca bajakannya.” (Liye, 2020:345)

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