

THE OPPORTUNITIES OF THE DIGITAL PUBLISHING

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Abstract

The aim of this research is to identify the opportunities of digital. This paper proposes to identify the opportunities for user, organization and library that using the digital publishing. This paper also stated the opportunities of the digital publishing toward user, organization and library. As a result, the study shows the opportunities of the digital publishing toward the user, organization and library. This paper is also expected to act as a medium to look for chances for the implementation of the digital publishing in our society.

Keywords: E-publishing, digital publishing, digital publication, digital technology, Open Access, eBooks, digital magazine.

1. Introduction

Based on the study made by Toufani (2010), the digital publishing is including the e-mail and the via the web to creating and disseminating the information using the electronic devices. The opportunities of the digital publishing are there are lot of information that is available to everyone. People nowadays have access to the information by using their electronic devices. For instance, people can search information using the web browser on their smartphone or their computer via the internet connection.

Some of the publisher have implemented the electronic publishing because of the process is faster than the traditional publisher and makes editorial changes easier to accomplish. Electronic publishing has opened up new markets such as publication of encyclopedias in CD-ROM format, creation and distribution of electronic databases of indexing and abstracting services, and electronic journals. In fact, since most of the publishers are now requiring their authors to send in their manuscripts in electronic format, it is relatively simple to load them on computers and make them available to readers and libraries.

The digital publishing could attract the people interest to read the e-book because of the interactive interface that could make people less bored rather than the plain book. The audio-visual experience also could make people feel convenient because of they could make their work while listen to the e-book. The audio experience also could help blind people to read them the book they want.

2. Literature Review

There are lot of opportunities in digital publishing based on the research and study that were done. The first opportunity of digital publishing is toward user. Based on previous study by Siler (2017), digital publication allows people to download raw data from the internet so they could use them for their study. Second opportunities are toward the organization. Based study carried by Fojtik (2014), the electronic publishing has the ability to store information in the small device and able to use on different devices. Last but not least, the opportunities toward the libraries. Based on Chen (2017), the digital form of readable material could attract people's interest to use them because of the interactive interface and with the audio-visual experiences.

2.1 Opportunities Toward User

The digital publishing has a lot of opportunities, especially toward user nowadays. One of the opportunities is, it could improve the teaching and learning process among students and lectures. Based on Shankar (2018), teaching and learning process among university students could have been improve by using the digital technology. Also, the usage of eBook among children in the classroom could enhance the vocabulary, alphabetic, knowledge, and the awareness skill during the teaching and learning process. Other than that, digital publishing also allows students to access more information from the internet. Based on the previous study by Siler (2017), digital publication allows people, especially student to download raw data from the internet so they could use them to examine and explore more. Open Access textbooks also give a lot of benefit to students and almost every university started to recognize the Open Access textbooks using low cost rather than the printed textbooks. This is also one of the initiatives to help students to save their budget. According to Silva (2015), by using the digital technology, it could attract more reader through eBooks, with low cost in production than the traditional books.

According to Wardhani (2015), with the new digital technologies nowadays, people could read magazine anytime and anywhere. This is because with the digital format people could access them with their smartphone or using computer via internet. They also found out that most people will stay at their workplace reading magazine during break hour rather than go to the bookshop to buy their favourite magazine. This is because reading e-magazine is low cost and easy to access with their gadgets. Based on Kache and Seuring (2015), with the combination of information technology and the emergence of the internet, will allows the companies to access the internet to access more information without limitation. With the ability to access internet and the usage of digital technologies in the organization, it will improve the staff and their customers relation because of the ability to communicate each other. The costumers also could report them complains directly to the organization via the customer service with hope the staff could fix the problem. Based on previous studies by Peroni (2014), people could easily search information on the large set of online documents because of the development of new algorithms for online searching. With the new digital technologies, people could easily to access various information their needed without limitation.

2.2 Opportunities Toward Organization

Based on the previous study by Fojtik (2014), the electronic publishing has become more popular among organization because of the ability to store in the small device and backup the file. The electronic publishing also can be used on the different devices for example smartphone, tablet and computer. According to studies made by Silva (2011), people are more interest with the digital magazines through the interactive content rather than the traditional magazines and the production is without involving high cost budget. Moreover, the digital magazines are last longer and easy to maintain in the electronic devices. Besides that, with the digital technologies, the organizations are able to search more information and faster. Based on Khalid (2014), there are lot of student, lecturer and staff are using e-book database on the portable electronic devices because of the ability to download it. Moreover, the digital publishing able to enhance because of the interactive interface for example practice quizzes, option to view the content, and able to clickable content.

According Kach (2015) the organization were able to access more information with the internet combined with the information technology. This allow the organizations to grow even further with the ability to access information with the digital technologies, and also able to communicate with other organization to share their information and opinion. Based on Fyfe (2017), with the digital publishing, they could share each other their information and research via the internet connection through the electronic devices. This is because, with the technologies nowadays, people could share their information and media by using email, text messenger app and the most popular through the social media platform. Based on the previous study by Myers (2016), people could track sources of scholarly content by using Altmetrics and discuss about it and open to public. With the Altmetrics, student and lecturer in the universities are now easy to find more scholarly content and they could use it for their research and study.

2.3 Opportunities Toward Library

The library has a lot of opportunities on the digital publishing. First opportunities are easy to search information and document in the library. Based on study by Peroni (2014), the library could have opportunities on new semantic layer of annotations with the new development of algorithms. This is because it is much easier to search information just by searching the keyword, author's name and publisher rather than going to shelve to shelve. Besides that, digital publishing also could help students to reduce textbooks cost and easy to access. Based on the previous study by Siler (2017), universities realized the online publication could help student to reduce the textbook cost. This is because the students are able to download textbooks and notes through the online publication. For example, the library could provide the digital form of textbook and notes to student without to spend any money and it is depending to student to print the textbook or not. The digital technologies also could attract more people to come to the libraries. Based on Chen (2017), the digital form of readable material could attract people's interest to use them because of the interactive interface and with the audio-visual experiences. This is because, people are more interest to use interactive

interface rather than to read the plain book. The audio experience could help blind people to read the book more easily than the braille books.

According to Moulaison (2015), the e-publishing has a lot of opportunities and potentials to provide excellent services to people. For example, the library could provide free access to the valuable information for people and free online book lending process, for example, people could have access to the e-books for a few weeks if the person is already register as a membership. According to previous study by Smith (2013), the multimedia on the digital publishing has a lot of positive outcome especially for disable people. The libraries could use multimedia platform service to access the information. This is because the e-book has an interactive interface that could attract interest for children to use it. The audio experience from the e-book could help people with the hearing disability to read them the book and also could help people to improve their pronunciation. The multimedia also could help people to increase their vocabulary from the e-book experience. Based on the previous study by Wang (2016), the digital magazines were design with easy interaction interface that allow all user to use it. This is because if the interface of the e-book is user familiar, all people could use it from the children to the adults. Most people love to use smartphone and tablet to access to the e-books. The best way is the library should add WIFI for people to use in the library to access the information.

3. Analysis of Review

Based on Table 1, most of previous study was more focused on the opportunities of the digital publishing toward organization. The opportunities of digital publishing toward user and library were less focused in the study. In this study, it is become important in the future for us to focus on that particular study.

Table 1. Analysis of Review

Authors	Opportunities Toward User	Opportunities Toward Organization	Opportunities Toward Library
Kolle et al. (2018)	✓	✓	✓
Kache & Seuring (2017)		✓	
Cherian (2014)	✓		
Siler (2017)	✓	✓	
Peroni (2014)	✓	✓	✓
Wardhania et al. (2016)	✓		

Silva (2011)		✓	✓
Fyfe et al. (2017)		✓	
Chen et al. (2017)	✓		✓
Myers & Wright (2016)	✓	✓	
Rao (2014)		✓	✓
Fojtik (2014)	✓	✓	✓
Smith et al. (2013)	✓		✓
Wang et al. (2016)	✓	✓	
Moulaison & Million (2015)		✓	✓

4. Conclusion

Based on the literature review, most of the study are focus on the opportunities and the usage of the digital publishing. This showed that nowadays, the usage of digital publishing is important and give a lot of benefit for user. This is because the digital publishing allows people to access the information easier with any devices and with the low cost to produce the e-book. The digital publishing also able to improve the organization. With the low-cost usage and able to maintain the information for a long time, the organization could take these advantages to improve their company. This is because, to produce the copy of the information with the digital publishing is cheaper rather than to print them because of the cost of the papers and printer ink. Moreover, the information in the digital form could be maintain for a long time rather than the printed information. This is because of the paper could be easily damage by many factors. However, the digital form could be saved in the cloud server and can be download as many times as we like. Lastly, the digital publishing could provide better services for people in the library. This is because the e-book could be access much faster and time saving rather than to find the book in the shelves.

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