

Sustaining the Reading Tradition as Global with Goodreads

(Goodreads Indonesia Phenomenon)

It doesn't left over if I said that reading is a key to improve a country. One of the different between developed country and developing country is about the high level in reading and writing capability of the society. The higher reading interest, a more advanced a country's society.

Books are your window to the World. By reading a book can enrich your knowledge that comes from all over the world. It can be used in utilizing resources existing for the development of our country.

Talk about reading, reading tradition has been begun for a long time since writing tradition appeared. Although, in the days before the invention of paper and printing press, the writing tradition is only able to use simple medium like stone, leaves of papyrus, clay, etc, it can not simply be abandoned, it still maintains its existence. Even though in Indonesia itself reading interest is still low such as recent data from Central Bureau of Statistics of Indonesia in 2006, shows that the Indonesian people who read to obtain new information were just 23.5 percent of the total of population. Meanwhile, with as much as 85.9 percent watch television and listen to the radio by 40.3 percent.

Media technology took a participation to increase reading interest in society, so it natural if there are so many technology in specific as a helping medium to reading activity, such as e-book (electronic book), so it isn't bothering someone to bring original books somewhere and

there is also an audio books--books in audio wave, e-magazine or e-newspaper that provides a variety of new forms for the global society in obtaining information and knowledge.

A very interesting innovation by new media today is the emergence of social networks for book reader communities on an international scale that is Goodreads. A social networks that specialize in cataloging books (Goodreads) has been established since December 2006, but was released on January 30, 2007.

Goodreads Indonesia is a community of readers which is a sub group of Goodreads communities founded in America. Similar with other social networking sites, Goodreads (Indonesia) also provides the content of friend, group, and discussion. The difference lies in the activities of its users, Goodreads allows members who have registered to display a list of books that have been read, being read, or to be read. And the users can exchange information in there, share your recommendations or reviews about certain books and then provide ratings or rankings on these books.

Goodreads Indonesia(GRI) always tries to play an active role in Indonesia' books. This community wishes to become an active reader community embodied in the various mission activities in the online world as well as in the real world. The mission of each activity is always directed to create a "bridge" or a space of dialogue between writers and readers, publishers and readers, and society as a reader most.

GRI members currently number around 4300 people. The majority of the members of the GRI are women (69%) and men (31%), with the largest single status (73%) compared with those who are married and have kids. GRI members are adults with age range 21-30 years

(60%) compared with other age ranges. Higher education background is a graduate member of the GRI (67%), Post Graduate (12%), and Diploma (11%) but the majority have a lower educational background.

Because all this time members of the GRI to communicate through the virtual world, then the distribution of domicile of its members is really diverse. Average inhabit large cities that already have a strong internet infrastructure network. The majority of members are in Jakarta (41%), Bandung (12%), Greater Jakarta (11%), and followed by other cities.

In addition to online interaction, the community is also often hold events outside that GRI' members meet person to person such as discuss about book review directly, read books together, held review books competition, organize the book exhibition, visit museums and libraries, in social activities. They collect books given to some libraries or improvement some schools for many tools of school, beside that culinary tours, and even karaoke together which also aims to familiarize themselves members of one another.

Goodreads existence certainly bring a positive impact both for those who have interest in reading, the author nor the publisher. Goodreads provides a place for those who have the same interests to gather, share, exchange opinions, and socialize. Social networks are not just fixated on the activities of users looking for a friend but also trained to dare to express ideas, opinions and assessments of an ideology-issue-context contained in a book. Of course, Goodreads must continue to innovate to update the needs and desires of its users so as not to be abandoned by its users and keep sustainable reading culture.

Through Goodreads, we can maintain and preserve the culture of reading so as not to be abandoned by the current generation even be improved and also for the social networks of this type can tickle the author nor the publisher to publish a book of higher quality.