

The Existence of Islamic Book Publishers in Medan City (1950-1990)

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ABSTRACT

Book publishers are a symbol of progress and civilization. The city of Medan was once the "prima donna" of book publishing in the 1990s. In the 2000s era, Medan was no longer the center of book publishing like the previous era. This article aims to analyze the existence of Islamic book publishers in Medan City in 1950-1990. This research uses a qualitative approach with a literature study method. Data acquisition, analysis, to test the validity of the data using reference materials. The results of this study indicate that the existence of Islamic book publishers in Medan City is not in doubt. Although currently the number of Islamic book publishers is very small, Islamic book publishers in Medan City have experienced a moment of progress. The existence of Islamic book publishers certainly greatly influences the transmission of knowledge, especially religious sciences. The death of the book industry, especially Islamic books, cannot be avoided. Various situations and conditions of the community also greatly affect the sustainability of the business of publishing Islamic books in the city of Medan. Considering the big role of publishers in disseminating knowledge, there should be efforts from related parties such as the government to revive publishing businesses, especially publishers of Islamic books. Because the existence of publishers is very important in building the intellectual quality of the nation. Considering the big role of publishers in disseminating knowledge, there should be efforts from related parties such as the government to revive publishing businesses, especially publishers of Islamic books. Because the existence of publishers is very important in building the intellectual quality of the nation. Considering the big role of publishers in disseminating knowledge, there should be efforts from related parties such as the government to revive publishing businesses, especially publishers of Islamic books. Because the existence of publishers is very important in building the intellectual quality of the nation.

Keywords: Existence, Islam, Medan, Book Publisher.

ABSTRACT

Penerbit buku merupakan salah satu simbol kemajuan dan peradaban. Kota Medan pernah menjadi "primadona" penerbitan buku di era 1990-an. Era 2000-an, Medan tidak lagi menjadi pusat penerbitan buku seperti era sebelumnya. Artikel ini bertujuan untuk menganalisa eksistensi penerbit buku keislaman di Kota Medan tahun 1950-1990. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kepustakaan. Pemerolehan data, analisa, hingga uji keabsahan data menggunakan bahan referensi. Hasil penelitian ini menunjukkan bahwa eksistensi penerbit buku keislaman di Kota Medan tidak diragukan. Walaupun saat ini jumlah penerbit buku keislaman sangat sedikit, namun penerbit buku keislaman di Kota Medan pernah mengalami momen kemajuannya. Eksistensi penerbit buku keislaman tentu sangat memberikan pengaruh terhadap transmisi ilmu khususnya ilmu-ilmu agama. Mati surinya industri perbukuan khususnya buku-buku keislaman tidak bisa dihindari. Berbagai situasi dan kondisi masyarakat juga sangat berdampak terhadap keberlangsungan usaha penerbit buku-buku keislaman di Kota Medan. Mengingat besarnya peranan penerbit dalam penyebaran ilmu, seharusnya ada usaha-usaha pihak terkait seperti pemerintah untuk kembali membangkitkan usaha penerbit khususnya penerbit buku-buku keislaman. Karena keberadaan penerbit sangat penting dalam membangun kualitas intelektual bangsa.

Keywords: Eksistensi, Keislaman, Medan, Penerbit Buku.

A. PRELIMINARY

Knowledge is a priceless treasure owned by humans. Historical facts prove that science plays a very big role in creating a civilization. From ancient Greek civilization to the most recent civilization-contemporary Western civilization-the function of science cannot be excluded. Islamic civilization which in history was once a great civilization is also a civilization built with science (Hitti, 2006: 454-584; Khairuddin & Assingily, 2021).

Islam as a perfect religion that contains teachings on various aspects of the lives of its people puts knowledge as one of the main things that must be owned by its people. Even for those who have knowledge, Allah promises to give high degrees. As the word of Allah, which means: "Allah will exalt those who believe among you and those who are given knowledge by several degrees".

The naqli argument above is sufficient to indicate that the existence of knowledge in a Muslim is absolute. But of course it is not enough just to have knowledge. The most important thing is how the knowledge possessed can be used for good and how that knowledge can be disseminated to others so that the usefulness of the knowledge is not interrupted.

In order to be widely spread, the knowledge must be transmitted and the most effective way is to publish it. Therefore, publication in the chain of knowledge transmission is a must. Publication can be done by publishing works in the form of books. And the process of publishing a book is the publisher's job. Publishing is an activity that is closely related to other scientific activities such as reading and writing. That is why the existence of publishing and printing is also very important.

Publishers are a place for writers to express ideas and works through writing. The publisher's job is to reproduce the author's ideas in the form of books so that readers can read them. The author's ideas will not be conveyed to the public if the author's work is not published. This is where the main role of publishers in the chain of knowledge transmission. That's how big the role of publishing in the world of education. Even publishing activities have also existed in scientific transmission activities in the history of classical Islamic education (Pedersen, nd: 30-32).

In Indonesia, the existence of publishers has existed since the colonial era, although the publishing business in Indonesia was started by the Dutch, but in subsequent developments, publishing businesses built by indigenous people

developed very well. The oldest publisher in Indonesia is Balai Pustaka. After independence, publishers such as Bulan Bintang and Al-Ma'arif appeared, followed by other publishers such as Toha Putra, Menara Kudus, Mizan, and Grasindo.

In its history of development, Medan has been a publishing base in Indonesia. Has an organization that brings together local publishers and book traders since 1952. The organization is called the Medan Publisher Association (Gapim) with 40 members, 24 of whom are booksellers. IKAPI then embraced Gapim through the visit of the IKAPI chairman to Medan in September 1953. Gapim was willing to merge into the IKAPI forum so that the North Sumatra Branch IKAPI was formed in October 1953 with 16 members as the first IKAPI branch (Pedersen, nd).

Several major publishers such as Madju, Hasmar, Islamiyah and Rimbow were established in the city of Medan. These publishers produce various types of books, both textbooks, religious books and other scientific books. Post-independence Medan is a national book publishing center. Even up to the 1990s schools in Medan were still using textbooks published by local publishers such as Majdu and Hasmar. Likewise, Islamic schools such as Madrasah Ibtidaiyah use their textbooks published by Islamiyah.

Local publishers (read. Medan) continued to dominate until the emergence of publishers from outside Medan, especially the island of Java, such as Airlangga and Ganesha. Slowly but surely books, especially textbooks, began to be dominated by publishers outside Medan. In the end, there were almost no more books published by Medan publishers such as Hasmar, Rimbow and Islamiyah. Madju Publishers was slightly luckier than the other three. Madju publishers still exist today, although not as successful as before, Hasmar publishers transitioned from publishing companies to printing companies.

Although the sluggishness of the publishing world has almost occurred in all regions in Indonesia, the stagnation of the publishing industry is very much felt in the city of Medan. Gradually, textbooks published from publishers from North Sumatra were no longer used. Several publishers from North Sumatra no longer publish books, including Hasmar publishers who had 'dominated' textbooks. Madju Publisher continues to try to exist by continuing to publish textbooks even though in a year only a few titles. The publishing business which was initially the focus has turned into a printing business, as did Publisher Madju.

B. METHOD

This study uses a qualitative approach to the method of library research (library research). The objects of this research study are books, final assignments, scientific articles, and sources of scientific literacy related to the existence of Islamic book publishers in Medan City (1950-1990). Data analysis was carried out comprehensively by analyzing various publishers in the city of Medan who are members of IKAPI. Furthermore, checking the data in this study can be done using reference materials (Assingkily, 2021).

C. DISCUSSION RESULT

1. Publishing Growth and Development in Medan City

The stretch of publishers in the city of Medan began to appear long before the era of independence. It is undeniable that the rise of the publishing industry in the city of Medan is influenced by the development of the world of the press. The publication of magazines and/or newspapers and/or bulletins in the city of Medan became the forerunner to the birth of book publishers including Islamic books. The role of the press is very large in giving birth to publishing businesses in the city of Medan.

The revival of the publishing business in the city of Medan began with the publication of a newspaper. "Deli Courant" is the first newspaper published in Medan city. This newspaper was first published on March 18, 1885, this newspaper is in Dutch and belongs to the Dutch (TWH, nd.: 47). However, the author did not get information whether this newspaper belongs to the Dutch government or to an individual. The Deli Courant newspaper has its own printing press. With a printing press that was run using a steam system and had a circulation of 150 copies, this printery employed everything from typewriters to water carriers for the steam engine used for printing. This printery also accepts print orders such as brochures and advertisements. However, the existence of these prints has no impact on the natives because this printing only explores the interests of tobacco companies in the city of Medan (Lubis, 2018: 16).

This newspaper has its office in Huttenbach Straat now Jalan Ahmad Yani. This newspaper is headed by a deputy editor named Jacques Deen. This newspaper was conservative and only supported plantation interests throughout the late 18th century (Lubis, 2018: 16).

Ten years later the newspaper De Oostkust was published, in 1895 to be

exact. There is no further information about this newspaper. In 1899 the newspaper *De Sumatra Post* was published. This newspaper was printed and published by a printer belonging to a European of German descent named J. Hallerman (Lubis, 2018: 17).

In the late 19th and early 20th centuries, indigenous newspapers began to appear. In 1902 the newspaper *Pertja Timor* was published. *Pertja Timor* is the first newspaper in Indonesian language, with the editor-in-chief Mangaraja Silambuwe. *Pertja Timor* does not have its own printing press, this newspaper is printed at the printery owned by J. Hallerman, while the *Pertja Timor* office is united with the *De Sumatra Post* office. The building also stands for NV printing. *Medanse Drukkerij* who accepts all kinds of printing orders (TWH, nd.: 2).

In 1905 *Sjarikat Tapanoeli* was founded. *Sjarikat Tapanoeli* is an earth business entity with a notary deed. The office is at *Moskeestraat* (now *Jl. Mesjid*). *Sjarikat Tapanuli* is a business institution, where the owners of the company's capital are dominated by people from Mandailing. After five years as a printing company, *Sjarikat Tapanuli* published a newspaper known as *Pewarta Deli*. *Sjarikat Tapanuli* is the first native-owned printing and publishing company in the city of Medan.

After the *Deli Pewarta*, in the middle of 1916 the newspaper *Benih Merdeka* was born. These two newspapers consistently carry issues related to ethnic issues, and contain writings that are full of national movements to achieve independence. Contrary to and in stark contrast to the newspapers founded by the Europeans.

The world of Medan newspapers was not only enlivened by *Deli* and *Benih Merdeka* journalists, until the 1930s several newspapers such as *Sinar Deli*, *Pantjaran Berita*, *Tjin Po*, and *Pelita Andalas* were published (Lubis, 2018: 18-19). Similar to their predecessors, these newspapers focus more on indigenous interests, and are also full of national movements that are trying to achieve independence (Lubis, 2018).

In the early days of its development, the role of the publisher was carried out simultaneously by the printing press, printers such as *Sjarikat Tapanoeli* and the printing press belonging to the Europeans both printed and became publishers of various newspapers circulating at that time.

The data that the author can find are several native-owned printing houses that existed before the independence period, including: an Asian publisher and printer having its address at the center of

the market, Sinar Deli publisher and printing press which is located at Jalan Mesjid, publisher and printing house NV. Deli which is located at Jalan Kesawan, Pertjetakan Indonesia (Indesche Drukkerij) which is located at Jalan Sutomo (Lubis, 2018: 19). These printers and/or publishers, apart from publishing and printing newspapers, also publish and print advertisements, general meeting calls, brochures, invitations, magazines, romances and general books (Lubis, 2018).

The publishing world in Medan City is also enlivened by the publication of magazines. Loekisan Dunia Magazine which was published in 1950, Simpati Magazine which was also published in 1950 (TWH, nd.: 286), Pelangi Magazine which was published in 1954 and Pelita Rakyat Magazine are examples of several magazines that have been published in the city of Medan. The existence of these magazines was recorded in the 1950s (TWH, nd.: 287).

Talking about publishing in Medan City, we cannot escape the history of Medan romance. Because one of the things that dominated publishing in Medan City at the beginning of the rise of the publishing business was romance. The rise of romance has become one of the triggers for the rise of the publishing business in the city of Medan.

Romance is not only published in the city of Medan, but in various cities in Indonesia, especially in the Sumatra area. Indonesian romances began to be published in the 1930s until the late 1940s. These romances are usually published in romance magazines. Romance is usually published one to three times a month. Romance books which are usually called romance magazines are very small in size and very cheap. There were several well-known romance magazines in Indonesia from the 1930s to the 1940s, such as: Roman Indonesia (Padang, 1939 to 1940), Loekisan Pujangga (Medan, 1939 to 1942), Roman Association (Bukit Tinggi, 1939 to 1941), World of Experience (Medan, 1938 to 1941), Cendrawasih (field, 1940 to 1942), World of Movement Medan (Lubis, 2018: 21).

Before the advent of Medan Romance, there were not so many publishers of general book articles. To make publishing economically, it takes courage to read market opportunities, and magazines and/or romance books which at that time were phenomenal were sure to have a lot of fans, and because the prices were also affordable, they didn't worry if the romance books would sell well in the market. Even the sale of magazines and romance books promises to be profitable.

In line with the emergence of the romance phenomenon in Indonesia and especially in the city of Medan, publications were also established. Some publishers initially specialized in publishing romances, such as the Arena publisher, which is located on Jalan Sutomo Medan, this publisher publishes Arena magazine, a romance magazine. But in its development there are also publishers who publish other general books. Even the previously published newspapers such as Deli Courant and Loekisan Pujangga also published romances (Lubis, 2018: 31).

The phenomenon of romance that is very widespread in Indonesia is centered in the city of Medan. Romance picisan is a term used to refer to romance works from Medan. Some well-known national figures such as Hamka (1939) and local figures such as Sou'yb (1941) has also written romance works.

Picture stories or comics have also enlivened the publishing world in the city of Medan. Picture stories existed around the 1950s to 1960s. In the city of Medan, Haris publisher is one of the publishers who have taken part in publishing picture stories. Even though Haris publisher is not a specialist picture story publisher. Taguan Hadrjo is one of the comic artists who has enlivened the world of picture stories in the city of Medan and wrote comics

published by the publisher Haris (IKAPI, 2018).

2. The Development of Islamic Book Publishers in Medan City

The birth of an Islamic book publisher in Medan City cannot be separated from the birth and growth of publishing businesses in general. The existence of the drukkerij and boekhandel fronted by the Europeans gave an influence on the existence of printing and publishing owned by the natives.

Since the beginning of its revival there has been no printing and or publisher that specializes in publishing Islamic books. Along with the development of publishing in general, Islamic book publishers also developed. In the early days of its development and until the next period the existing printing-and/or publishing houses which initially printed newspapers, magazines, romance books, also published Islamic books.

Pertja Timor as a newspaper pioneer and at the same time an indigenous publisher, although at first it did not have its own printing press, also published Islamic books. The author does not have data on when the Pertja Timor publisher will publish religious (Islamic) books. In 1932 the publisher Perdja Timor published a book entitled Samir al-Shibyan li Ma'rifah Furudh al-A'yan by Hasan

Maksum Deli (Deli, 1932). This book is printed using Malay Arabic script (Deli, 1932). Whether this book is the first book to be printed and published by Perdja Timor, the author does not get exact data. Because as the author has discussed previously, Perdja Timor is published as a newspaper as well as a publisher, which does not have its own printing press. Perdja Timor initially published general newspapers as well as romance magazines.

If Perdja Timor is published as a newspaper, then NV. Sjarikat Tapanuli was established as a printing and publishing business at the same time. Published the famous newspaper *Pewarta Deli*, in the next development Nv. Syarikat Tapanuli also publishes religious (Islamic) books. The book by Sharim al-Mumayyiz 'An al-Tala'ub bi Kalam al-'Aziz by Hasan Maksum Deli was published by NV. Sjarikat Tapanuli in 1929. Is this the first religious book published by Nv. Sjarikat Tapanuli, the author cannot be sure. This book is printed in Malay Arabic script (Ilyas, 2019: 231).

Just as the development of the press in general in the city of Medan cannot be separated from the publication of newspapers and or magazines, so is the development of the publication of Islamic books in the city of Medan. The rise of the business of publishing Islamic books in the

city of Medan cannot be separated from the publication of Islamic-based newspapers. Various Islamic magazines were born in Medan City. In the 1930s, Medan was the center of Islamic magazines. Islamic magazines whose existence is unquestionably published in the city of Medan, namely *Fajar Islaam*, *Sinar Islam*, *Dewan Islam*, and *Medan Islam* (Lubis, 2018: 14).

Newspapers and/or magazines are very effective means of conveying ideas or works in written form. In addition to being published every day, newspapers also have relatively cheap prices so that they are very affordable for consumers. In the pre-independence era, newspapers were used as a potent weapon against the invaders. It was unavoidable that the spirit of wanting to be separated from the colonialists and the increasing voice of independence caused the Dutch government to make policies to limit the world of the press. In the end, the Dutch government made a regulation to suppress the press in 1931 known as *Presbreidel Ordonnatie* (TWH, nd.: 34).

The revival of the publishing world in the city of Medan cannot be separated from the role of the ulama of the city of Medan, not only as writers, the scholars of the city of Medan are directly involved in the publishing world. As writers, the

scholars of Medan are very productive in publishing their works published by publishers such as Boekhandel Islamiyah or Poestaka Islam. As direct actors in the publishing business, these scholars are professional journalists or editor-in-chief in a magazine and or newspaper (Lubis, 2018: 12). Before independence, Medan was known as a publishing center for Islamic magazines. Previously, it was explained that the revival of publishing Islamic books in the city of Medan could not be separated from the role of publishers of newspapers and magazines. Several magazines that existed in Medan in the 1930s contributed to the rise of Islamic book publishers, such as: Loekisan Poedjangga magazine published by Tjerdas publisher, Moestika Alhambra magazine, Doenia Experience magazine which was the first Islamic magazine published in Medan and published by the publisher Poestaka Islam. Before the publication of works in the form of books, one of the means of da'wah for the field scholars was newspapers. Some scholars are active as writers in newspapers and/or magazines that are published with an Islamic spirit.

In subsequent developments, the scholars were not only limited to writing in magazines and or newspapers, but began to explore the world of books. And

publishers that initially focused more on publishing magazines, newspapers and romance magazines also began publishing Islamic books.

It can be said that the early development of publishers of Islamic books began in the 1930s, starting with publishing Islamic newspapers and magazines, publishers turned to the world of books without leaving newspapers and magazines.

There were several publishers who were actively publishing Islamic books at the beginning of their development. Call it the publisher Perdja Timur. The book Samir al-Shibyan li Ma'rifah Furudh al-A'yan by Hasan Maksum Deli, published by the publisher Perdja Timor in 1932. This book is written in Malay Arabic script (Deli, 1932). Publisher NV. Sjarikat Tapanoeli, Sharim al-Mumayyiz's book 'An al-Tala'ub bi Kalam al-'Aziz by Hasan Maksum Deli, published by NV. Sjarikat Tapanuli in 1929 and inscribed with Malay Arabic script (Deli, 1929). Sinar Deli publisher, book Syifa' as-Shudur fi Ziyarah al-Qubur by Sheikh Yusuf Ahmad Lubis, this book was published by Sinar Deli publisher in 1930 written in Malay Arabic script with a thickness of 20 pages (Lubis, 1930). Boekhandel Islamiyah, an Islamic Propagandist book by Haroenor Rasjid and MA Hanafiah published by

Boekhandel Islamijah in 1936 (Rasjid & Hanafiah, 1936). The printing of Sulaiman Medan, the book of Irsyad al-Kamal Raddan 'ala ma fi fath al-'Aql by Shaykh Muhammad Sulaiman Deli was published by Sulaiman's printing house in 1929, this book is written in Malay Arabic script with 56 pages thick (Deli, 1929).

The productivity of publishing Islamic books continues to grow. More and more publishers are publishing Islamic books, so the scholars are not limited to publishing their works to only one or two publishers. In the 1940s to 1950s, several publishers helped to enliven the world of publishing Islamic books. Among them, the publisher Imballo, a book published by Maslak al-Ikhwan, by Shaykh Ahmad Bakri Batubara. This book was published by Imballo publisher in 1945, written in Malay Arabic script and has a thickness of 36 pages (Coal, 1945). Publisher Syarkawi Medan, a book published by Lembahga Hidoep, by Hamka. This book was published by the publisher Syarkawi Medan in 1950 (Hamka, 1950). Saiful Publisher, a book published by Eastern Philosophy, by M. Ghalib/trans. Adnan Lubis. This book was published by Saiful publisher in 1950 (Ghalib, 1950). Firma Islamiyah Publisher, a book published in the Science of Heritage Distribution (al-Faraidh) by M. Arsyad Talib Lubis. This

book was published by the publisher Firma Islamiyah Medan in 1953 (Lubis, 1953). Publisher Machfoed Islamiyah, a book published by Human and Religion, by KH Moesa'i. This book was published by the publisher Mahfoed Islmiyah Medan in 1954 (Moesa'i, 1954). Madju Publisher, a book published by Ibadat, by M. Nuh Hudawi. This book was published by Madju publisher in 1955 (Hudawi, 1955).

In subsequent developments, the productivity of publishing Islamic books was unstoppable. In the 1960s-1970s more and more publishers published Islamic books. In addition to the old publishers, new publishers have sprung up who have participated in the world of publishing Islamic books in Medan, for example: Firma Siregar publisher, a book published by Penuntun Sembahjang, by Zainal Arifin Abbas. This book was published by Siregar Firm publisher in 1964 (Abbas, 1964). Publisher Firma Rahmat, a book published in the Development of Thoughts Against Religion, by Zainal Arifin Abbas. This book was published by Firma Rahmat publisher in 1965 (Abbas, 1965). Al-Ikhwan Publishers, books published by Personal Life, by Ghazali Hasan (Hasan, nd.). Rimbow Publishers, a book published by Adab Haji Reaching Haji Maburur, by Fuad Said (Said, nd.). Publisher Firma Satria Medan, a book published by

Indonesian Arabic Letter Lessons, by A. Zaini Nasution (Nasution, nd.).

The more publishers who publish Islamic books, the more copies of books published. The emergence of new publishers who publish Islamic books, does not necessarily reduce the productivity of publishers that have existed before. Even some publishers are increasingly existent in publishing Islamic books.

It can be said that the heyday of publishing Islamic books occurred in the 1960s to 1980s. The large number of publishers who publish Islamic books and the increasing number of published Islamic books are indicators of this progress.

The existence of publishers of Islamic books in the city of Medan is slowly declining. This decline occurred starting in the late 1980s. If in previous years the number of publishers of Islamic books was very large, in the 1970s the number of publishers of Islamic books slowly but surely decreased. There are still Islamic book publishers who consistently persist and publish Islamic books such as Islamiyah publishers, but most of them are suspended. Even in the 1990s, almost or no publishers of Islamic books in the city of Medan published books.

The developments and progress that had been experienced and enjoyed by

publishers of Islamic books in the city of Medan did not just happen. Various factors certainly become the background and influence this development.

First, economic factors are one of the factors that have become the background for the development of the Islamic book publishing industry in the city of Medan. It is undeniable that the publishing business is a profit-oriented business. A publication requires production costs that are not cheap even just to publish a book. From paying author royalties, paying for the staff employed in publishing, from editors, layouts to staff in charge of printing the books to be published. Not to mention the production costs in the form of spending on paper as the main ingredient of a publishing business as well as ink, the price of an expensive printing machine is also a consideration for the production costs of a publishing business (Datus, 2000: 45-50). So it is natural that a publishing business considers the benefits that will be obtained because the capital for production costs is not cheap.

Not a few publishing businesses that were initially oriented to profit. It can be said that profit is the main factor in the establishment of a publishing business. In the early days of independence it was not difficult for a publication to make a profit.

The great need of the community for books makes books a promising economic product. With the assistance provided by the government to publishers, the cost of producing books can be reduced in such a way that the price of books is also very affordable. The affordability of the price of books plus the public's need for books causes people's purchasing power to be high so that publishers do not have to worry about the books they publish not selling well in the market.

Second, political factors. One of the background that drives the rise of the publishing world is the political factor. It is undeniable that government policies will be a very decisive factor in the passage of various aspects of people's lives. Government policies will affect various sectors of people's lives such as the economy and education. Policies made by the government can be an advantage for the community or even a loss for the community. These policies can have a direct or indirect impact.

In the publishing world, the government has a big role in advancing the publishing business in Indonesia. The publishing business which was initially dominated by foreigners, both Europeans and Chinese, slowly became the property of the natives. Making a national publisher a host in their own country is one of the

main visions of the post-independence government (Usman, 1983).

The rise of the book publishing business in Indonesia, including Islamic books, is the impact of the government's policy on the procurement of books for schools. In the early days of independence, the procurement of books for schools was not directly handled by the government. The government cooperates with private publishers in the procurement of books for schools (red. textbooks) (Usman, 1983: 3).

The procurement of textbooks is entirely left to private publishers. Books that have been published will be assessed and approved by the government and then recommended to be used as mandatory books or reference books for students in schools at certain grades and levels (Usman, 1983: 7). Publishers whose books have been recommended do not have to worry about books that have been published not selling well in the market, because students will automatically buy them.

Madju Publisher, which is one of the oldest publishers in the city of Medan, especially for textbooks, is one of the publishers involved in the procurement of textbooks. Madju Publishers publish and print textbooks based on orders from the government. It could be that Madju publisher is one of the publishers

appointed and or cooperates with the government in this case the Ministry of Education and culture in the procurement of textbooks. The textbooks published by Madju publishers are not only used in schools in the city of Medan but in schools throughout Indonesia (Hudawi, 1955).

Each policy has advantages and disadvantages. The government's policy to completely hand over the procurement of textbooks to private publishers is certainly a distinct advantage for publishers, but this policy becomes an obstacle in the implementation of learning activities in schools because it causes non-uniformity in the use of textbooks. It can happen that reference books for one subject and levels will be different in one school in a certain area.

To overcome this, the government issued a "Package Book" policy. With the textbook policy, uniformity of textbooks in every school can be implemented. The procurement of package books is fully handled by the government (Usman, 1983: 9). In contrast to the previous policy which greatly benefited publishers. The government's package book policy has had an unfavorable impact on publishers, especially publishers specializing in publishing textbooks. Books published by private publishers certainly no longer sell

in the market, as a result, publishers must suffer losses.

This did not happen for long, because the government again issued policies related to package books. Apart from textbooks which are used as main textbooks in schools, additional textbooks are still needed. The procurement of these auxiliary textbooks was handed over to private publishers. Regarding textbooks, the government gave the task of Balai Pustaka, which is a publisher managed by the government, to print the main text books for sale in the market, due to the very high demand. To meet this printing need, the government provides opportunities for private publishers who have been given permission to print major text books with Balai Pustaka (Usman, 1983).

Third, religious factors. Publishers would not exist without writers. Publishers and writers are inseparable partners. Publishers need writers with their works. The writers' works will become products of economic and cultural value. The main material for publishing is the author's writing. Likewise, writers need publishers to publish their works. Because one of the goals of writing is to spread knowledge. With the spread of knowledge, the process of transmitting new knowledge can occur. It is impossible for a writer to write a work

without the desire that his work is useful for others. The existence of the author is very influential on the publishing business.

If for a publisher profit is the main factor they want to look for in their publishing business, for a writer spreading knowledge is the main factor and reason for writing activities. Although it is undeniable that the work in the form of writing is also profitable.

In Islam knowledge is obligatory. Demanding and distributing it is an obligation for every Muslim and this is certainly well understood by the authors of Islamic books who are indeed scholars. The authors of Islamic books are mostly da'wah activists. In the pre-independence era where religious-related activities were limited, such as lectures, and taklim councils, books were a very effective means of delivering da'wah.

Although most publishing orientations are profit, it cannot be said that all publications have the same orientation. Profit is something that cannot be denied, the publishing business will still run if the publisher makes a profit. But for some publishers profit is not the main and only factor to be achieved. Islamic publishers, for example, in addition to expecting profits from the sale of their published books, the desire to disseminate religious knowledge is a major factor. This

can be seen from the motivation of Islamic publishers to publish Al-Islam magazine. And also more focused on publishing Islamic books.

The lack of sources of religious information at the beginning of independence aroused the conscience of Medan scholars such as Arsyad Tahlib Lubis, Bustami Ibrahim and Adnan Lubis to create a source of information on religious knowledge as well as a means of da'wah for the community. Based on this, in 1954 the magazine Al-Islam was published which was expected to be able to fulfill the people's thirst for religious sciences.

Fourth, intellectual factor. The need for knowledge is another factor in the development of the publishing business. The limited information media makes the book a means of information that inevitably must be owned in order to obtain the desired information. The same goes for religious information.

People really need books as a source of learning. Information media is very limited, as is the case with Islamic educational institutions. Be the book the only source of knowledge. The high need for books encourages writers to continue working and of course affects publishing activities.

In the early days of its development, books became one of the media of information, apart from magazines and newspapers. Books are the main medium for gaining knowledge. The community's need for the existence of books makes books a promising economic product. Moreover, if the content of the books is information or knowledge that is needed and or liked by the community. Publishers don't have to worry about the books being sold in the market not selling well. The more copies of the book sold, the more profit the publisher gets.

As explained earlier, the development of the publishing business in general and for the city of Medan in particular is by publishing textbooks for schools and or textbooks. The needs of the world of education for the existence of books cannot be ignored. Until now, in the era of high technology, the role of books in the world of education cannot be replaced. Books remain the main source for teachers as teaching materials and also the main source for students as learning references.

The high demand for text books increases the productivity of the publishing business. The large production of textbooks is in line with the high sales figures. Because the textbooks that are published are indeed books that are needed by educational institutions. So publishers

don't have to worry about the marketing process.

The government's policy of involving private publishers in the management of textbooks for schools has stimulated the publishing business. In terms of quantity, both the publisher's business and/or the number of books per/copy of published have also increased.

3. Progress of Publishers of Islamic Books in Medan City

Publishers of Islamic books began to develop in the city of Medan in the early 1900s, in general the publishing business experienced very good development. In the 1950s the publishing business in the city of Medan made progress. Had become a publishing base in Indonesia (IKAPI, 2015: 2), making the city of Medan the first city where the first book exhibition in Indonesia was held by IKAPI in April 1954. Medan was also the first city to become a branch of IKAPI in Indonesia (IKAPI, 2015: 3). The existence of GAPIM (Medan Publishers Association) which is an organization that brings together publishers and booksellers in the city of Medan was established in 1952 and has 40 members, 24 of whom are booksellers and the rest are book publishers, which is another indicator of the progress of the publishing business in Medan City in the 1950s (IKAPI, 2015: 2).

The existence of publishers of Islamic books in the city of Medan began with the publication of Islamic magazines and continued to grow until the publication of works in the form of Islamic books. The development and advancement of the publishing business of Islamic books began long before the independence period, along with the development and advancement of the general publishing business. There is no special specification for publishers of Islamic books, most of the publishers in Medan have published Islamic books. However, the consistency is different. In particular, the Islamic publisher is one of the publishers that is more consistent and concerned in publishing Islamic books, both textbooks (textbooks) or popular scientific books.

The existence of Islamic book publishers in the city of Medan has had its ups and downs. The progress of the publishing business in general occurred in the 1950s, especially for the reader of Islamic books, progress occurred in the 1960s-1870s. The progress of Islamic book publishers that occurred in the 1960s

was marked by the emergence of Islamic book publishers.

Until the 1960s the number of publishers of Islamic books in Medan continued to grow. From big publishers to small publishers. These small publishers are usually seasonal publishers. These seasonal publishers usually do not consistently publish books. Unlike big publishers whose existence continues from year to year, although with different circulations.

There is no official record of how many publishers there are in the city of Medan to date. Even the number recorded by IKAPI as the institution that oversees the publishers is also inaccurate, because there are also many publishers, both individuals, business entities (CV or Firm), or certain institutions that do not register themselves in IKAPI membership so that their existence is not recorded.

The following is a list of several publishers who have existed in the business of publishing Islamic books in the city of Medan:

No.	Publisher Name	Published Books		
		Book title	Author Name	Issue Year
1.	NV. Tapanuli Society	1. <i>Sharim al-Mumayyiz 'an at-Tala'ub Kalam al-Azizi</i>	Hasan Maksum	1927
		2. <i>Tanqih az-Zhunun 'an Masa'il al-Maimun</i>	Deli Maksum	1930
		3. <i>Ushiyat</i>	Abdul Wahab	yyyy
		4. <i>Al-Fatawa al-Aliyah</i>	Rokan	
		5. <i>Treatise of al-Isnad</i>	Khatib Ali Padang	yyyy

			Muhammad Zainuddin Serdang	yyyy
2.	East Patch	<ol style="list-style-type: none"> 1. <i>Samir as-Shibyan li Ma'rifah Furudh al-A'yan</i> 2. <i>Tazkir al-Muridin Suluk Tariqah al-Muhtaahdin</i> 3. <i>Al-Luqthah al-Mardhiyah fi Tafsir as-Sayyi'ah</i> 4. <i>Miftah al-Khair fi at-Thariqah an-Naqsyabandiyah</i> 	<p>Hasan Maksum</p> <p>Hasan Maksum</p> <p>Musa Mandailing</p> <p>Suhailuddin Tanjung Pura</p>	<p>1932</p> <p>1932</p> <p>1941</p>
3.	Deli Ray	<ol style="list-style-type: none"> 1. <i>Sabil as-Sa'adah fi al-Akhlaq al-Mardhiyah</i> 2. <i>No Prophet After Muhammad</i> 3. <i>Syifa' as-Shudur fi Ziyarah al-Qubur</i> 	<p>Adnan Yahya Lubis</p> <p>Tamzil Yaqub</p> <p>Yusuf Ahmad Lubis</p>	1930
4.	Imballo	<ol style="list-style-type: none"> 1. <i>Maslak al-Ikhwān</i> 2. <i>Natijah al-Miqat</i> 3. <i>Tamrin al-Islam fi Izhar Age az-Zhalam</i> 4. <i>Qatar Labn fi 'Aqa'id al-Imam</i> 5. <i>Miftah al-Shibyan fi 'Aqa'id al-Imam</i> 	<p>Ahmad Bakri Coal</p> <p>Ahmad Bakri Coal</p> <p>Ibrahim Baijuri</p> <p>Muhammad Zain Tasak Coal</p> <p>Muhammad Zain Tasak Coal</p>	1957
5.	Boekhandel Islamiyah	1. <i>Sufism</i>	Muhammad Nur Ismail Langkat	
6.	Tengku Ubaidillah Medan			
7.	Perc. Solomon	1. <i>Ershad al-Kamal Raddan 'ala ma fi Fath al-'Aql</i>	Muhammad Sulaiman Deli	
8.	Islamic firm	<ol style="list-style-type: none"> 1. <i>Malim Sekampung</i> 2. <i>Amma's Juice Interpretation</i> 3. <i>Islam and Space Residents</i> 4. <i>Guidelines for Death According to the Qur'an and Hadith</i> 5. <i>Messiah</i> 6. <i>The Science of Fasting</i> 7. <i>Leader of Hajj Mabrur</i> 	<p>Abdur Rahman Tanjung Balai</p> <p>Adnan Lubis</p> <p>Arsyad Talib</p> <p>Lubis</p> <p>Arsyad Talib</p> <p>Arsyaad Talib</p> <p>Lubis</p> <p>Arsyad Talib</p> <p>Lubis</p> <p>Arsyad Talib</p> <p>Lubis</p> <p>Arsyad Talib</p>	<p>1967</p> <p>1965</p> <p>1972</p> <p>1967</p> <p>1980</p> <p>1966</p> <p>1985</p>

		<p>8. <i>Fiqh</i></p> <p>9. <i>Fatwa Some Problems</i></p> <p>10. <i>Joint of Faith</i></p> <p>11. <i>Hajj Questions and Answers</i></p> <p>12. <i>'Aqa'id al-Iman</i></p> <p>13. <i>Musabaqah Tilawatil Quran</i></p> <p>14. <i>Treatise on Majit</i></p> <p>15. <i>According to the Qur'an and Hadith</i></p>	<p>Lubis Arsyad Talib</p> <p>Lubis Nukman Sulaiman Nukman Sulaiman</p> <p>Sulaiman Tambusai Abu Bakr Ya'qub</p> <p>Ahmad Arsyad Talib Lubis</p>	<p>1982</p> <p>1977 1980</p> <p>1957</p> <p>1976</p> <p>1967 1971</p>
9.	Madju	<p>1. <i>The Guide of Sabil War</i></p> <p>2. <i>Imu Sufism</i></p> <p>3. <i>Fasting and Health</i></p> <p>4. <i>Worship</i></p>	<p>Arsyad Talib Lubis Zainal Arifin Abbas Alimin M. Noah Hudawi</p>	<p>1984 1955</p>
10.	Saiful	<p>1. <i>History of Islamic Religion and Culture</i></p> <p>2. <i>Captivated Heart in the Holy Land</i></p>	<p>Bahrum Rangkuti Saiful UA</p>	<p>1954 1954</p>
11.	Grace	<p>1. <i>Practical Hajj Guide</i></p> <p>2. <i>Kitab al-Salat</i></p> <p>3. <i>The Development of Thought Against Religion</i></p> <p>4. <i>Prayer Guide</i></p>	<p>Abu Bakr Ya'qub Zainal Arifin Abbas Zainal Arifin Abbas Zainal Arifin Abbas</p>	<p>1978</p> <p>1965 1965</p>
12.	Peace	<p>1. <i>Tarawih and the Ruling of Fasting Ramadan (cet. 13)</i></p> <p>2. <i>The Oneness of God According to Islamic and Christian Teachings</i></p>	<p>Abu Bakr Ya'qub Arsyad Talib Lubis</p>	<p>1965</p>
13.	Medan	<p>1. <i>Living Institute</i></p>	<p>Hamka</p>	<p>1949</p>
14.	Source of Jaya Science	<p>1. <i>Al-Qaqaid al-Fiqhiyah</i></p> <p>2. <i>Ishtilahat al-Muhaditsin</i></p> <p>3. <i>Worship Lessons</i></p> <p>4. <i>Faith Lessons</i></p> <p>5. <i>Qawa'id Nahwu</i></p> <p>6. <i>At-Tashrif al-Wadhih</i></p>	<p>Arsyad Talib Lubis Arsyad Talib Lubis Arsyad Talib Lubis Muhammad Husayn Abdul Karim Muhammad</p>	

		7. <i>Kifayah al-Mubtadi' fi 'Ilm al-Kalam</i>	Husayn Abdul Karim Muhammad Husayn Abdul Karim	
15.	Source of Happiness	1. <i>Fardhu 'Ain</i> 2. <i>Fiqh Lessons</i> 3. <i>Summary of the Date of the Prophet Muhammad</i>	Adnan Yahya Lubis Adnan Yahya Lubis	
16.	Prima Medan	1. <i>Zikra Nuzul al-Qur'an wa al-Ayat al-Yaumiyah</i>	Adnan Yahya Lubis	
17.	Mass	1. <i>Biybel Verses Dispute</i>	Yusuf A. Lubis	
18.	Leaf	1. <i>Hajj trip 1966/1967 AD or 1387/1388 H</i>	Moh. Djamil Almangaraja IForest	1967
19.	Medan Digest	1. <i>Logic Lessons</i>	Joesoef Souyb	
20.	Al-Ikhwan	1. <i>Personal Life</i>	Ghazali Hasan	
21.	Rimbow	1. <i>Haj Habits Achieving Hajj Mabrur</i> 2. <i>The Meaning of Religion on the Nature of the Human Mind</i>	Ahmad Fuad Said Abdullah Sinaga	1987
22.	Siregar Firm	1. <i>Prayer Guide</i>	Zainal Arifin Abbas	1964
23.	Satria Medan	1. <i>Indonesian Arabic Letter Lessons</i>	A. Zainai Nasution BA	
24.	Mayang Kencana	1. <i>Pearls of Wisdom to build a Happy Muslim Family</i>	My Tend is Badrul Zaman and Mariam Darus	1987
25.	Iskandar Muda Library	1. <i>Srikandi Atjeh</i>	h. M. Zainuddin	
26.	Writer	1. <i>The history of the entry of Islam to Bandar Barus, North Sumatra</i>	Maeraxa's chest	1973
27.	Node Library	1. <i>Al-Waqi'ah Prayer and Its Meaning</i>	Abu Bakr Ya'qub	
28.	Hasmar library	1. <i>Kasyf al-Ghummah on declaring al-'Adillah as-Syar'iyah and its meaning</i> 2. <i>Saif at-Thalabah on Stating Several Evidences for Ahl as-Sunnah wa al-Jamaah</i> 3. <i>Ittihaf al-Ikhwan</i>	Abdul Halim Khatib Abdul Halim Khatib Hasan Maksum	
29.	King of Publishing	1. <i>Quran Tajweed Lessons</i>	Adnan Yahya Lubis	
30.	Haji Abdullah Fish Market	1. <i>Al-Maqalah an-Nafi'ah Fi Ma Yata'allaq bi Qabliyah al-Jumu'ah</i> 2. <i>Tarqib al-Mustaqim to</i>	Hasan Maksum	

		<i>establish Friday on the word as-Shafi'i the Qadim</i> 3. <i>Is'af al-Muridin By Explaining Rabithah as-Syufiyin</i> 4. <i>Hidayah al-Ikhwan</i> 5. <i>Durar al-Bayan Sharh Hidayah al-Ikhwan On Knowledge of Aqa'id al-Imam</i>	Hasan Maksum Hasan Maksum Hasan Maksum Hasan Maksum	 1927 1927
31.	Medan Bedaya Library	1. <i>Syifa' al-Fu'ad Familiarity and How to Treat Ratib al-Haddad</i>	Muhammad Ya'qub Mandailing	1961
32.	Indonesian Library Medan	1. <i>Budi in the life of self and society</i>	Bustami Ibrahim	

4. The Setback of Publishers of Islamic Books in Medan City

It has been described above that the progress of the Islamic book publishing business in the city of Medan lasted until the 1980s. Entering the 1990s, the business of publishing Islamic books in the city of Medan experienced suspended animation. The death of the publishing business is experienced by all book publishers in the city of Medan, not only publishers of Islamic books.

The decline in publishing productivity is actually experienced in almost all regions in Indonesia, starting from the island of Java and Sumatra, where publishers of Islamic books have triumphed. The decline in the publishing business is not only in the publishing of Islamic books, but in the publishing business and business in general. In fact, entering the 1980s, the productivity of book publishing has begun to decline.

Some of the symptoms are a sign of the retreat of the Islamic book publishing business in the city of Medan. Starting from the reduced number of Islamic book publishers to the declining number of Islamic books published.

The "sluggishness" of the publishing business to a state of suspended animation does not necessarily just happen, several things have triggered the decline in the business of publishing Islamic books in the city of Medan. Among them:

First, political aspect. Government policies that are not in favor of publishers have a very big impact on publishers' businesses. The abolition of various subsidies related to the publishing business, the takeover of the procurement of textbooks for schools by the government caused the death of Islamic book publishers in the city of Medan.

Second, economic aspects. Profit is the main thing that book producers expect. Without a clear profit publishing business cannot run well. Before marketing a book, publishers must first understand market conditions. The sale of a book is not only based on whether the book has a theme according to market interest or not, it is more than that whether the book consumers can buy the book. In other words, people's purchasing power becomes very important in the marketing of books. The higher the purchasing power of the market, the more books will be sold and this greatly affects book producers, in this case publishers.

Third, technological aspects. Advances in technology of course bring various conveniences in all aspects of life, but have a negative impact. For the publishing industry, technological advances do not necessarily bring fresh air to the sustainability of the publishing world. The high technology also has an impact on the high price of the technology. For example, printing machine technology. With increasingly sophisticated technology, the price of printing machines is also increasingly expensive. Of course, this is a big problem for publishing business actors.

Another problem publishers face with technological advances is piracy.

Technological advances in the field of graphics, in addition to benefiting publishers can also be detrimental. The high level of graphic technique that continues to develop automatically improves the graphic quality of the book. This technological advancement is exploited by irresponsible groups who only think about their own benefits. These irresponsible people are the ones who enliven the piracy of the original books. They boldly copy books that are selling well in the market. The result is almost no different from the original book. Consumers will not ask and investigate whether the book they are looking for is original from the publisher or plagiarized. Only the publisher concerned can see and distinguish which books are original and which are plagiarized. Plagiarists, because they do not have to pay royalties, do not pay taxes, can compete with the original publisher in giving discounts to bookstores. This is one of the impacts of advances in graphic technology that can harm book publishers.

Another impact of technological advances that is felt to disturb the peace of work of book publishers is the proliferation of photocopiers. Students and especially students, due to practical and economical considerations, prefer to photocopy the required books rather than

buying the books. This can obviously affect the publisher's sales.

In addition to technology related to book production, the decline in the publishing business is also affected by the emergence of new information media such as the internet. Technological advances that gave birth to the internet as a new information medium also have an impact and have an impact on the sustainability of the publishing business. With the internet as a new medium of information, it is certainly easier for readers to find the information they need. Moreover, the use of gadgets is certainly more concise and reading activities can be done anytime. Not to mention the emergence of ebooks. The convenience offered by the internet media to gain knowledge is sure to make readers move to another heart. As a result, people's purchasing power of books is decreasing.

D. CONCLUSION

The existence of Islamic book publishers in Medan City is not in doubt. Although currently the number of Islamic book publishers is very small, Islamic book publishers in the city of Medan have experienced a moment of progress. The existence of Islamic book publishers certainly greatly influences the transmission of knowledge, especially

religious sciences. The death of the book industry, especially Islamic books, cannot be avoided. Various situations and conditions of the community also greatly affect the sustainability of the business of publishing Islamic books in the city of Medan. Considering the big role of publishers in spreading knowledge, there should be efforts from related parties such as the government to revive publishing businesses, especially publishers of Islamic books. Because the existence of publishers is very important in building the intellectual quality of the nation.

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