

## Determinisme Teknologi dalam Structure-Conduct-Performance di Self-Publishing (Studi pada Storial) = Technological Determinism in Structure-Conduct-Performance of Self-Publishing (Study in Storial)

Khristina Ruth Bintang, author

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### Abstrak

Teknologi Internet yang semakin berkembang menciptakan cara baru dalam menerbitkan buku, yaitu penerbitan mandiri atau self-publishing. Tesis ini membahas determinisme teknologi pada model Structure-Conduct-Performance di platform Self-Publishing melalui studi pada Storial. Penelitian ini adalah penelitian kualitatif dengan desain studi kasus deskriptif. Penelitian dilakukan dengan melakukan observasi partisipan di platform Storial dan melakukan wawancara dengan para pendiri Storial. Hasil penelitian menyarankan penelitian terkait self-publishing, terutama yang menggunakan model Structure-Conduct-Performance, perlu dilakukan penelitian multikasus atas dua atau lebih platform self-publishing yang dapat mengungkapkan hubungan antara struktur pasar dengan perilaku dan kinerja perusahaan. Selain itu, disarankan pula untuk pelaku platform self-publishing untuk melakukan jangkauan lebih luas ke masyarakat umum, tidak terbatas pada generasi

milennial.

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The advancement of Internet creates new ways to publish books, namely self-publishing or self-publishing. This thesis discusses technological determinism in the Structure-Conduct-Performance model in the Self-Publishing platform through a study in Storial. This research is qualitative research with descriptive case study design. The study was conducted by participant observation on the Storial platform and conducted interviews with the founders of Storial. The results of the study suggest research related to self-publishing, especially those using the Structure-Conduct-Performance model, it is necessary to conduct multicasus research on two or more self-publishing platforms that can reveal the relationship between market structure and company conduct and performance. In addition, it is also recommended for the players of the self-publishing platform to make wider reach to the general public, not limited to the millennial generation.