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The Potrait of printed Learning Material Purchased through Online Bookstore by Non Semester Package Students, Universitas Terbuka

**Ucu Rahayu
Teguh Nursantoso
A. Winata
Y. Sudarso**

Outline

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- Methods
- Findings
- Summary

INTRODUCTION

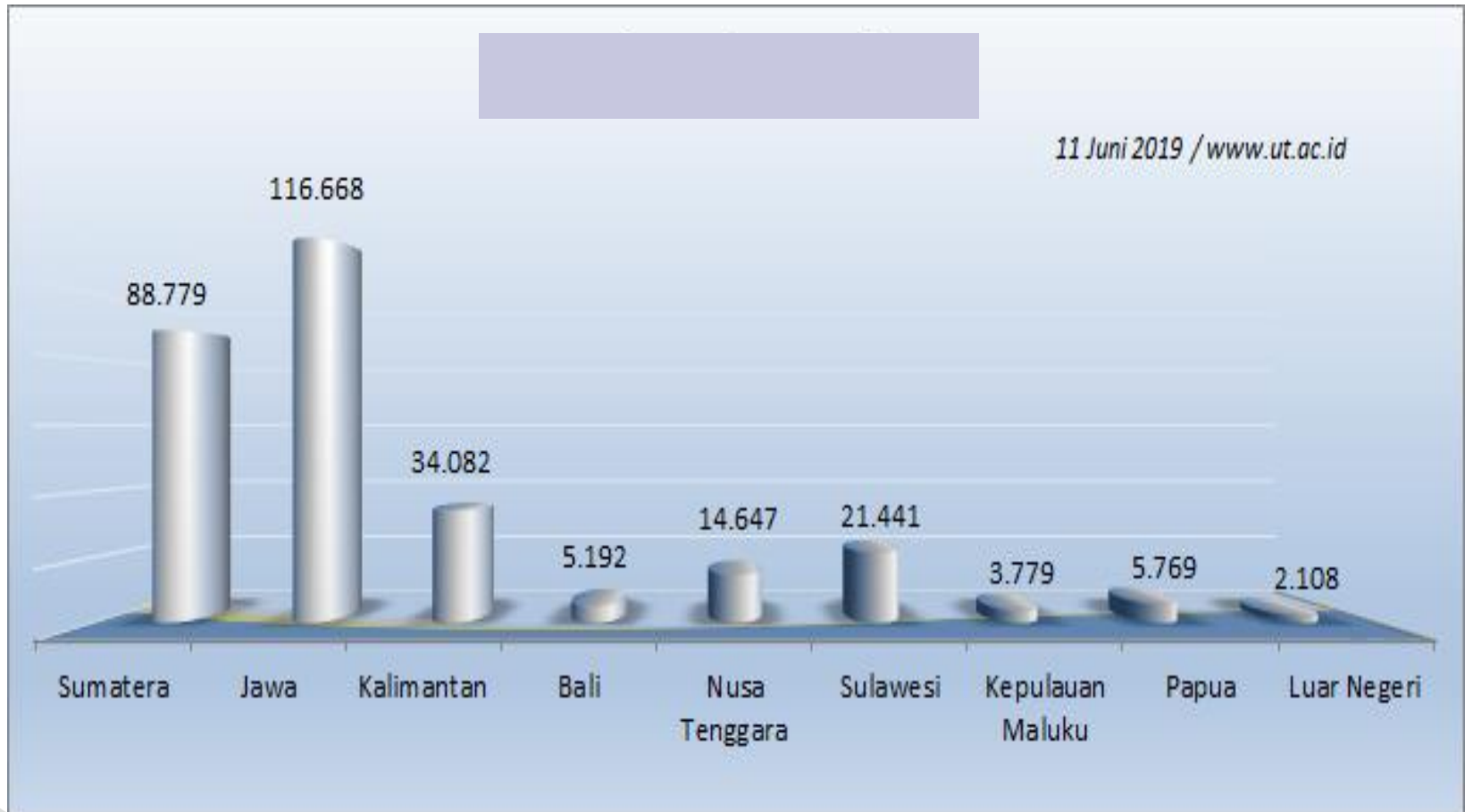
- ❑ Universitas Terbuka (UT) is one of DE institution in Indonesia.
- ❑ 4 faculties: FE, FST, FTTES, FLSS
- ❑ 300 thousand students,
- ❑ UT students spread out of the Indonesian archipelago, which includes Java, Sumatera, Kalimantan, Sulawesi, Papua, Nusa Tenggara, and Maluku Islands.



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The number of UT' students based on Indonesia islands





- ❑ Learning resources
 1. Printed learning material (LM): as the main learning resources (module)
 2. Non-printed LM:
 - a. integrated to printed main LM
 - b. separated from printed LM (for enrichment)
 3. Other learning resources (UT-TV, UT radio, web supplement, etc) for enrichment
- ❑ Students get free digital printed learning materials



- The scheme of students services system:
 - package system: printed LM include in students' tuition fee
 - non package system (NPS) : printed LM not included in tuition fee → buy printed LM via online bookstore
- the portraits of NPS students who buy printed LM through online bookstore in 2018 includes a) the graphics of printed LM purchase, b) the reason why NPS students purchase/ do not purchase the printed LM, and the best seller f printed LM)

Methods

- Descriptive qualitative
- The study was conducted from March to November 2018.
- Instruments were used questionnaires, interviews, documentary of online bookstore.



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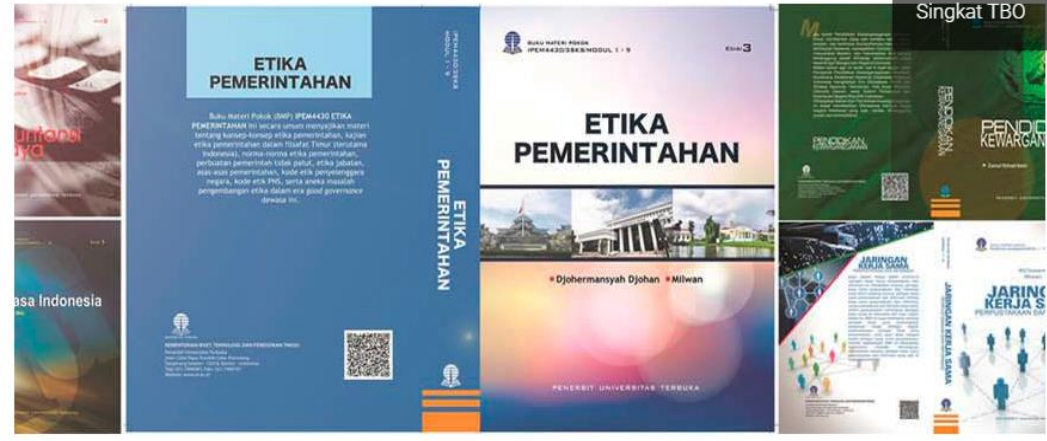
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Tracking Pesanan

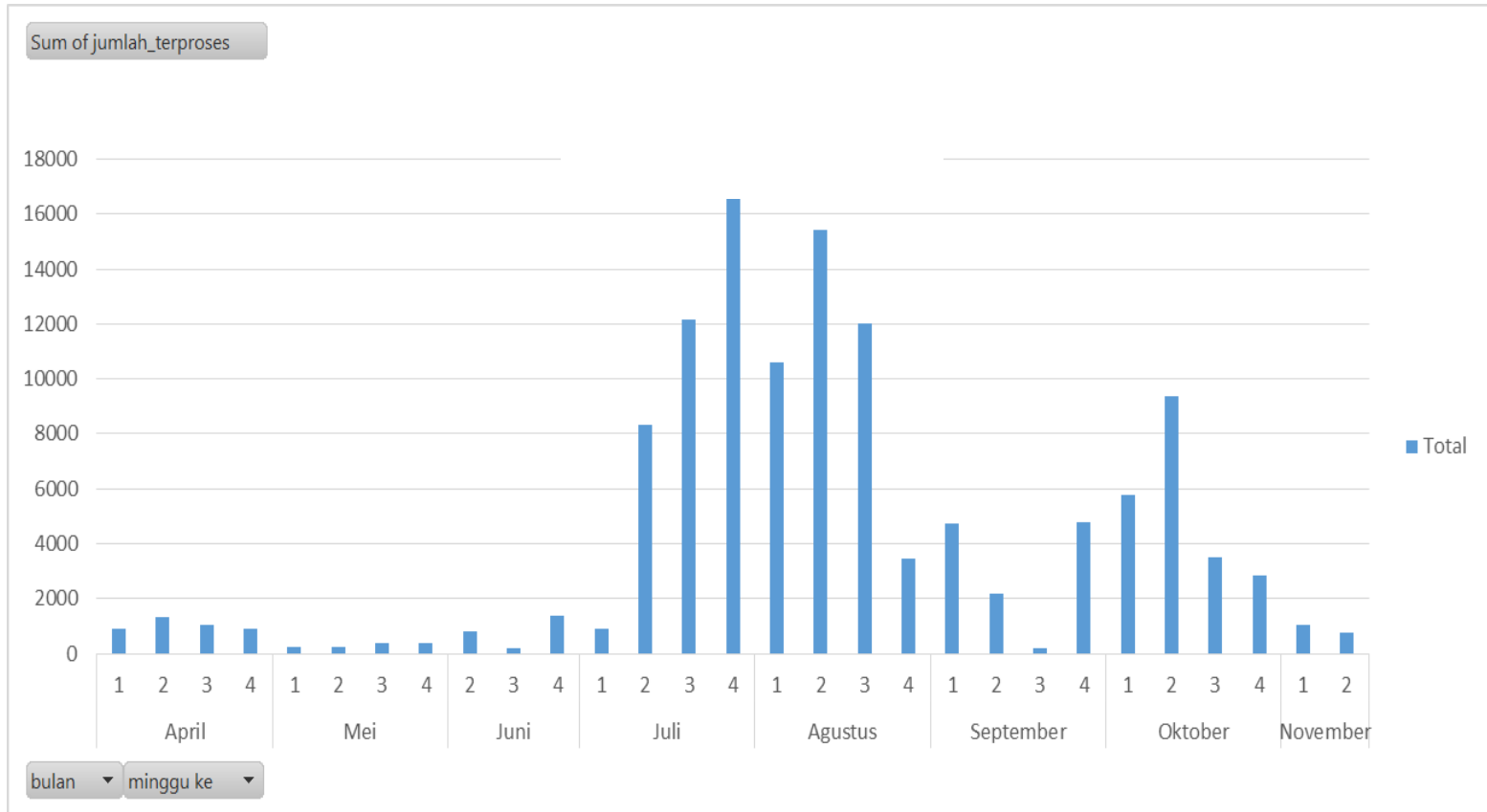
Nomor Tracking*

Tracking Pesanan

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FINDINGS: (a) The Graph of printed LM purchased by the NPS students



25.000 NPS students buy the learning materials
 100.000 learning materials sold through online bookstore



The purchase of printed LM has started from June to November where the months of July and August are the peak of the purchase of learning materials

Most students buy printed LM after registering a course because students have already got a certainty what courses will be followed.

UT must guarantee the stock of printed LM is available from the registration period to the final examination.

b. The reasons why the NPS students purchase/ don't purchase the printed LM (n= 354)

- The reasons why the NPS students buy the printed LM (60%)
 1. prefer to have printed LM than digital printed LM
 2. more conveniently read printed LM than digital LM
 3. affordable
 4. useful for their works and study

- The reasons of NPS students didn't buy (40%)
 1. get/borrow printed LM from his/her friend
 2. convenient with free digital LM

c. The best seller of printed LM

- The best seller of printed LM → printed learning material for Basic General courses :
 - Bahasa Indonesia,
 - Religious Education,
 - Citizenship Education,
 - English,
 - Basic Natural Sciences,



Summary

Up to now, printed LM is preferred by the most students. Therefore, online bookstore still must provide the printed LM to make sure the availability of the printed LM for the students.

In addition, as diversity services, UT online bookstore will sell other books besides printed learning materials



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Thank You
TERIMA KASIH