

## BRAINSTORMING, DEVELOPING, AND SELLING STORIES IN THE DIGITAL ERA

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### *Abstrak*

*The purpose of this research is to help writers to develop their ideas and pour them back into the form of a story and assemble them into a work of writing or novel that can be traded and can be read by people who want to develop the idea. The object of the study is titled "Brainstorming, Developing and Selling Stories in Digital Era". Which discusses how to develop ideas and ways or stages of sales and the publishing process. The number of participants involved was three researchers and one author of a novel as a source. The form of data we use is the interview method, we use the interview method or Q&A to a novel that is our source. In that interview, we get the results and teach them to be more concise. Starting from looking for ideas, pouring ideas, and the process of writing the book or novel to the stage of book publishing and marketing in the digital era.*

*Keyword: Brainstorming; Developing; Digital*

### 1. PENDAHULUAN

Literary works are the result of the author's creativity in conveying expressions, ideas, or thoughts that he poured into the form of writing. Literary works such as novels created by a writer rely not only on talent but beyond that writer also find their ideas in various situations, times, and places. These ideas are then developed and formed by the author into a paper that is then published and sold to the wider community. But what if the books we often encounter in bookstores can be easily accessed through the smartphones we have? Of course, it will be very easy for readers to enjoy a novel or other written work. Following the title, this research will explain the formation of story ideas, the development of story ideas, and the process of selling books digitally. Previous research related to this title included the first "Mind Mapping, Brainstorming, and Storyboards" conducted by Ertan Demirkan (2011) which states that when the mind map is applied in life it will improve learning and clearer thinking and be able to improve our performance as humans. Mind mapping guides the author to still on track with the idea (Wahyuningsih dan Permanasari, 2021). Second, in "The Brainstorming is Dead, Love Live the Brainhack" Pavitt and Neill (2016) mention that the mind map applied in life will improve learning and clearer thinking and be able to improve our performance as humans. Furthermore, "Improving Writing Descriptive Paragraph by Using Mind Mapping Technique and Concluding Sentence" (2017) which contains about how to develop English language material based on student competence. Then the fourth journal "Idea Speaking" by Michelle Lim (2016) discusses how to develop conflict in the novel you make. The fifth journal, "Selling Your Story in 60 Seconds" by Michelle Hauge (2016) discusses how to guarantee your writing to get a scenario and can be read by the public. The sixth "The Creative Curve" by Allen Gannett (2018) contains about how to develop the right ideas and at the right time. The seventh article entitled "Social Media Marketing" by Geeta Haggde and G. Shainesh (2018) contains how to develop the way of marketing from traditional to modern. The next journal is "Marketing" by Philip Kotler and Hermawan Kartajaya and Iwan Setiawan (2016). The ninth "Powerful Techniques to Unlock Your Creativity and Spark New Ideas" by Bernhard Schroeder (2016) this journal is about how we construct communication and interaction between individuals, communities, and governments to emerge as a trend. And the last journal is "Digital Marketing

and Social Media Concluding Sentence" (2017) contains the business model of several organizational business activities.

From all the research journals we read, we can conclude that when mind mapping is applied in life it will improve the learning process and clearer thinking like a student and be able to improve our performance as humans, then tell us how to develop conflict in a novel that you create and develop the right ideas and at the right time. And guarantee that the writing you create gets a scenario so that it can be read by the public. The difference between this research and previous research is that in this

the study we tend to highlight the stage of creating story ideas, developing them to the process of publishing and selling to the market.

The reason we chose this title for research is from our facilitated experience in searching and reading books digitally or online, as well as the conveniences that writers out there can in publishing their work in the online market. According to Mohammed, et al. (2003, p4), internet marketing is a process to build and maintain relationships with customers through online activities as a means for the exchange of opinions, products, and services so that they can achieve the common goals of both groups.

The problem that we found when researching this is still the lack of public knowledge in the field of technology. So that digital book sales are still less effective for some people. So that we can conclude the solution of the problem we found by relearning the technological advances that occur today, so it will be easier to develop ideas or works in the digital age. From the exposure of the above problem, the author decided that he wanted to know and inform the development of the digital era for the wider community.

#### RESEARCH QUESTIONS

The problem in this study is:

What are the methods that can be done in developing story ideas, what can be done to add to the appeal of a story as well as the sale of books digitally and the way of marketing it?

#### RESEARCH PURPOSE

Based on the formulation of the problem, the purpose of this study is:

To find out what methods of developing story ideas, knowing what can be done to add to the appeal of a story as well as digital book sales and ways of marketing it.

#### SIGNIFICANCE OF THE STUDY

Benefits empirically or based on the experience and observations we get according to the title of our research, namely with the development of technology today makes it easier for people in many ways, one of which is searching and reading books digitally. This can be very easy for people, especially during a pandemic like today. Society, especially students and education personnel, is easier to get or provide materials and lessons digitally or online. While the theoretical benefits that we can contribute to the development of science in the field of authorship are to attract the interest of readers, namely by promoting the work digitally, for example promoting the work with social media owned. In addition, selling books digitally including following the times which means that the book you create will spread to the market and the wider community, it will facilitate the community and attract the attention of readers.

#### LIMITATION OF THE STUDY

The limitations we got during writing this study were the lack of samples or sources to get more information. We can overcome it well by looking for more references from other journals related to the title of our research.

#### REVIEW OF RELATED LITERATURE

The basic theory on which this research is based is according to Lim in his book entitled "Idea Sparking", Brainstorming is the flint that sparks ideas. It will get the flames going when you're stranded in a predictable plot or staring at a blank page. It fuels the development of layers and depth in your story. Michelle Lim (2012: 12). This means brainstorming is the trigger of an idea or fuel in the making of a story. While according to Aqib (2014: 118) brainstorming method is a way of teaching implemented by teachers in the classroom by giving a problem to learners by the teacher, then the learner answers expressing an opinion or comment so that the problem

develops into a new problem. Then the basic theory about digital sales that became the foundation of our research is in the journal "Social Media Marketing", With the shift to more interactive social media, marketers are now adopting digital marketing tools to market their products and services anytime, anywhere, anywho. Getta Haggde and G. Shainesh (2018: 30). This means that the use of social media today is very profitable for many people even in the sale of a product.

## 2. METODE PENGABDIAN

The method or approach used in this research is a qualitative approach using discourse analysis methods. A qualitative descriptive approach is research that intends to understand phenomena about what the subject of study, behavior, perception, motivation, action, etc., holistically and uses described in the form of words and language, in a special natural context and by utilizing Moleong's various natural methods (2011:4). This method of research is to interview the source, a novel writer. Before conducting an interview, we first look for various journal references related to the title of our research as well as looking for a theoretical foundation for our research. With the results of reading various journals, we finally made an instrument in the form of questions that we will ask the source who we have previously asked for his willingness to conduct interviews related to our research. The interview was conducted on October 12, 2021, conducted online through a zoom meeting. The questions we ask are what methods can be done in making a story, the stages of writing a novel, how to develop story ideas and add to the appeal of the story, and the process of publishing the book to its marketing. The source has answered our question very completely. We chose this method because we wanted the results of in-depth research. In this approach, we gather as much information as possible from the source, such as how to discover, develop story ideas, and then pour them into the form of written works. In the next stage, we form the information we get into the title of the research that we will write with a discussion in groups.

## 3. HASIL DAN PEMBAHASAN

As a medium of communication, literary works such as novels, poems, and short stories have functions such as communication functions in general, namely broadcasting information (to inform), educational facilities (to educate), and entertaining (to entertain). Literature is a beautiful work of writing (belle letters) that records something in the form of a compacted language, deep, wrapped, extended short and twisted, made strange or other aesthetically pleasing through a language instrument (Eagleton, 2010: 4). The novel "From, the Sun" is a novel by Amandha Larasati, the author we interviewed. Before conducting the interview we first read the novel to add to our analysis of novels sold digitally. From the novel what we like about this novel is that although the novel is a romance genre, the moral message conveyed by the author teaches us how to rise when we are in a position of despair and the author writes in a style of language that is easy for the reader to understand and give the impression of life in the novel with the character of Elina's cheerful character, Haechan is a pacification, and a meek Arjun, as well as a plot in a very good story and has its appeal to a novel. According to us, this novel is more suitable to be read by teenagers over the age of 17 years. In conclusion, books and novels sold digitally do not reduce the impression of life or the distinctive appeal of the content of the novel. From novels and other literary works that we usually read every day not only formed, but had to go through several processes in its formation. A writer must gather ideas from various references such as reading a book or watching a movie to develop ideas and add creativity in imagining to form a story.

Brainstorming is a common method of solving problems and generating new ideas. As the name suggests, brainstorming aims to stimulate the brain to think logically, spontaneously, and creatively. In addition, brainstorming has the benefit of bringing up innovations or new ideas as well as encouraging one's creativity. According to Roestiyah (2008: 73), the brainstorming method is a teaching technique that is done by teachers by throwing a problem into the classroom by the teacher, then students answer, express opinions, or comment to allow the problem to develop into a new problem. Brainstorming is generally done in groups to contribute ideas and

ideas freely and openly. However, brainstorming can also be done alone. Some studies even mention that brainstorming individuals often produce more quality ideas than group brainstorming. Meanwhile, authorship is also closely related to developing or developing the idea of the story that has been produced earlier. To develop an idea, finding references from books, movies, and various other sources is the main thing. By looking for references from various sources helps writers to be more creative with their imagination and practice ways of thinking and how to pour these ideas into the form of writing.

To get more information we have interviewed a teenage fiction novel writer, Amandha Larasati, with her novel "From, The Sun". In coming up with a story idea and developing it he advises writers to always look for references anywhere, in books, movies, short stories, even personal experiences. He also said to increase the appeal of a story depending on the quality of the story, the plot, plot, characterization, to the language used greatly affect the quality of a novel. In addition, the technique in promoting the book is also very important. He advises writers to keep up with the times by promoting books through social media such as Instagram, Twitter, and Facebook. Amandha added his opinion regarding digital book sales, explaining that digital book sales are indeed very effective and easy. However, book marketing becomes less interesting because many people or readers prefer to read through physical books rather than digital books, one of the reasons is that too often reading digital books can cause eye fatigue for readers. From her experience.

writing to publishing books, Amandha explained the obstacles obtained when writing and publishing her book. According to him, the most common obstacle a writer gets is to run out of story ideas. That obstacle can occur if the author is lacking in finding references from other sources. In addition, the process of revising the manuscript is quite time-consuming in the publishing stage.

From the above exposure, it can be concluded that the process of making a book can take a long time. The stages and process of making a book are also not easy, many obstacles must be passed as well. Starting from the process of generating ideas and developing story ideas that have many methods. In general, the method that an author does in generating and developing story ideas is to look for many references through books, movies, and other reference sources. This is to reduce the run out of story ideas by a writer. In addition, an author must also have his appeal in the book he makes, it is done to attract many readers. The attraction can be obtained through a unique storyline and plot twist, which is a writing technique that gives a surprise effect due to its unpredictable nature. In addition, there is a character, characterization, or character in a story. Story characters are people featured in a narrative work or play, that is interpreted by the reader to have certain moral qualities and tendencies as those in speech and what is done in action. Baltic (Nurgiantoro, 2017: 247) explained that a character is a person who is a perpetrator in a fictional story or drama, while characterization is the presence of characters in fiction stories either directly or indirectly and invites readers to interpret their qualities through words and actions. With that the story you make more interesting and not boring for readers. Stories that have been developed will then go through the process of publishing and marketing. According to Kotler (Kharisma, 2016) marketing is a social process in which individuals or groups get what they need and want by creating, offering, and freely exchanging valuable products from others. While in the publishing process many writers get obstacles at the stage of revising the manuscript from the publisher. This makes the publishing process take a long time.

In the digital era as it is today technological advances are growing very rapidly. Books that we used to find in bookstores can now be easily found on our smartphones. That is, digital book sales are now increasingly used by authors. Digital book sales help writers to more easily publish their work. Likewise, with readers, digital books can be easily accessed and read by people through their smartphones. In addition to selling and accessing books digitally, in the modern era such as the current promotion or advertising of products becomes easier. Social media that we use every day can be a medium of promotion of the products we sell. Likewise, writers can easily promote their book creation to a wide audience simply using social media.

However, for now, publishing and reading books digitally is again the choice of each individual. Not everyone likes to read books digitally and vice versa. Beyond digital book sales, we can enjoy how ease we now feel from technological advances. Ease of access to the outside world is not always positive, therefore we as individuals must first filter what we see on social media.

#### 4. SIMPULAN

In creating a literary work, an author can gather ideas from various references such as reading a book or watching a movie to develop ideas and add creativity in imagining to form a story. Brainstorming is one of the important things in generating ideas, brainstorming itself is a common method of solving various problems and generating various new ideas. In addition, techniques in developing story ideas that have been created and promoting the results of his book are also very important.

#### 5. SARAN

Authors can make book sales online. Authors are required to stay up to date with the times by promoting books through social media such as Instagram, Twitter, and Facebook. Before entering the sales process, the story that has been developed will go through the publishing process first, then the product marketing stage. In the publishing process, many authors get constraints on the revision stage of the manuscript from the publisher. This makes the publishing process take a long time. The rapid development of technology produces new things for society, such as selling and buying a digital books online. This is convenient for many people, especially today's students.

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