

INTISARI

Yogyakarta merupakan salah satu pusat perkembangan kesusastraan di Indonesia yang ditopang oleh berbagai agen sastra, salah satunya penerbit. Dalam dinamika arena sastra yang kompetitif, penerbit independen memiliki peran penting dalam memediasi karya sastra sekaligus membangun legitimasi bagi penulis. Penelitian ini bertujuan untuk menganalisis strategi Penerbit Interlude dalam meraih, mempertahankan, dan memperkuat posisi simboliknya di arena sastra Yogyakarta serta menelaah legitimasi yang dibangun penerbit tersebut dalam mengonstruksi identitas penulis.

Penelitian ini menggunakan pendekatan sosiologi sastra Pierre Bourdieu. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara mendalam dengan pemilik Interlude, beberapa penulis yang menerbitkan naskahnya di Interlude, pengayom dan akademisi sastra Yogyakarta, serta penelusuran data sekunder dari beberapa buku dan artikel jurnal.

Hasil penelitian menunjukkan bahwa Interlude mempertahankan posisinya melalui strategi reproduksi dan rekonversi modal yang bertumpu pada trajektori dan jaringan sosial pendirinya, pun dengan diferensiasi simbolik melalui fokus penerbitan yang berekspansi mulai dari biografi terjemahan, sastra Indonesia, sastra Jawa, hingga tema-tema alternatif, seperti musik. Selain itu, Interlude juga membangun legitimasi melalui akumulasi modal yang dimilikinya hingga meraih posisi di arena sastra Yogyakarta, konsistensi ideologis Interlude selama praktik penerbitan berlangsung hingga penghargaan yang dicapai oleh pendiri dan naskah-naskahnya. Melalui praktik tersebut, Interlude berperan sebagai institusi konsekrator yang tidak hanya memproduksi buku, tetapi juga mengonstruksi penulis dengan memperluas akses jaringan sastra, mengubah status menjadi karya yang diakui dalam arena, dan memberi legitimasi bagi penulis di dalam arena sastra Yogyakarta.

Kata kunci: penerbit independen, arena sastra Yogyakarta, strategi, legitimasi, Pierre Bourdieu.

ABSTRACT

Yogyakarta is one of the centers of literary development in Indonesia, supported by various literary agents, one of which is publishers. Within the competitive dynamics of the literary arena, independent publishers play a crucial role in mediating literary works while simultaneously establishing legitimacy of authors. This study aims to analyze Interlude Publishing's strategies in securing, maintaining, and strengthening its symbolic position within Yogyakarta's literary arena, as well as to examine the legitimacy the publisher constructs in shaping author's identities.

This study employs Pierre Bourdieu's sociological approach to literature. The methodology used is qualitative descriptive, with data collection techniques including observation, in-depth interviews with the owner of Interlude, several authors who have published their works with Interlude, literary patrons, and Yogyakarta-based literary scholars, as well as a review of secondary data from various books and journal articles.

The research of the study indicate that Interlude maintains its position through strategies of capital reproduction and reconversion rooted in the founder's social trajectories and networks, as well as through symbolic differentiation via an expanding publishing focus ranging from translated biographies, Indonesian literature, Javanese literature, to alternative themes such as music. Furthermore, Interlude also builds its legitimacy through the accumulation of capital, securing its position within Yogyakarta's literary sphere, the ideological consistency maintained throughout its publishing practices, and the accolades received by its founder and the works published. Through these practices, Interlude functions as a consecrating institution that not only produces books but also constructs authors by expanding access to literary networks, transforming their status into works recognized within the arena, and granting legitimacy to authors within the Yogyakarta literary scene.

Keywords: independent publisher, Yogyakarta literary scene, strategy, legitimacy, Pierre Bourdieu.