

## **The Existence Of Cyber Literature: Literary Window As Online Literary Publication Media For Writers**

**Wa Mirna<sup>1)</sup>, Rahma Anugraheny<sup>2)</sup>**

<sup>1)</sup>Ambon State Islamic Institute

<sup>2)</sup>Institut Agama Islam Negeri Fattahul Muluk Papua

\*Corresponding Author

Email: [mirnaimkary@iainambon.ac.id](mailto:mirnaimkary@iainambon.ac.id), [rahmaanugraheny290229@gmail.com](mailto:rahmaanugraheny290229@gmail.com)

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### **Abstract**

*The existence of Jendela Sastra provides a great opportunity for writers and readers to be more connected and collaborate in creating literary works, creating a more active community, and exploring new monetization potential that is more sustainable. The purpose of this research is to describe the existence of the Jendela Sastra platform as an online literary publication media for writers. The method used in this research is descriptive analysis method. The results of this study consist of four parts, namely: (1) the role of Jendela Sastra in the dissemination of literary works, including (a) wider accessibility, (b) diversity of literary genres and styles, (c) use of technology in the delivery of literature, (2) interaction between writers and readers, including (a) creative dialog, and (b) active participation of readers, (3) challenges in digital literary media, including (a) quality issues and content curators, (b) copyright infringement, and (c) monetization and sustainability, and (3) opportunities for the development of digital literary media, including (a) increased access to literature to the international community, and (b) collaboration between writers and readers.*

**Keywords:** *Cyber Literature, Jendela Sastra, Online Literature*

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## **INTRODUCTION**

Literature is a social institution that displays human life through language as a medium of delivery. Language is present as a social creation and human life, such as relations between societies, relations between societies and individuals, relations between people, and relations between people and the events they face (Damono, 1978). Because literature is directly related to society, literature becomes an object that literally aims to direct people to goodness, teach people what is good and right, and provide a hint or instruction about something (Susanto, 2012).

The era of Industrial Revolution 4.0 and Society 5.0 is characterized by technological advances. Literature has begun to adjust itself to stay relevant and in line with the times that continue to experience innovation and reformation. Digitalization has broken down geographical boundaries and presented literature as something that is no longer limited by physical form, but can be accessed by anyone, anytime, and anywhere. This is evidenced by the emergence of terms that have become popular in society, such as online literature or cyber literature. Literature that was once synonymous with books, paper and ink, now finds a new home in cyberspace as a form of literary adaptation to technological advances and the spread of the internet that advances across time and space. Therefore, the term cyber literature makes people see another side of literature, which was once only found in bookstores or libraries, but is now just a click away.

Cyber literature is here to make it easier for writers to create and disseminate their works so that they can be quickly exposed to various parts of the world, and easily accessed by readers without being hindered by space, time, and language. Various applications, platforms, and cyber websites now provide a platform for writers to express their creativity in the form of literary works. These works can be accessed by readers for free, creating a wider and more open literary ecosystem. Some works have even managed to attract the attention of many readers, bringing unexpected financial benefits to the authors. This phenomenon not only proves that cyber literature has great potential, but also serves as a motivation for other writers to continue working without limits in the digital world.

One of the platforms that supports the development of cyber literature is Jendela Sastra. Jendela Sastra is a literary publication website that provides space for writers to express their ideas online. With easy access and wide reach, this kind of media not only enriches the reading experience, but also creates a new ecosystem in the world of writing. Jendela Sastra is a non-commercial website that provides an opportunity to contribute according to their respective abilities voluntarily, and together do something for Indonesian literature. Jendela Sastra not only functions as a publication medium, but also as a space for creative collaboration between writers and readers. Its existence allows writers to present their work instantly to a wide audience without having to go through the long process of traditional publishing. On the other hand, readers also find it easy to access a variety of literary works with just a digital device, making literary literacy more inclusive.

Cyber literature has been showing its existence for a long time, but its presence has caused various responses, both positive and negative. Cyber literature is considered practical for literature lovers, but cyber literature is also considered trash because the published works seem to have unclear origins and accountability. Some writers are worried that the presence of cyber literature may result in the lack of criticism of existing literature in Indonesia because they think that the literary works produced are mere creations and it is difficult to reach out and extract the values contained in them.

Research related to the existence of cyber literature has been studied by previous researchers. It's just that the objects studied still seem general and the examples of cyber literature media used are only Webtoon and Wattpad. Research on the existence of cyber literature on the Jendela Sastra website has never been studied before. Therefore, this article will discuss the challenges faced in the publication of digital literature, as well as the role and contribution of Jendela Sastra as a publication medium for writers

## RESEARCH METHODS

This research uses a descriptive qualitative method that aims to describe more deeply and firmly in accordance with the facts related to the problems discussed. The data in this research comes from literature study by collecting data from various relevant literatures, including articles, journals, and books that discuss cyber literature and online publication platforms. The literature came from the Jendela Sastra platform. An in-depth analysis was conducted to understand the publication mechanism, the interaction between writers and readers, and the features offered on the Jendela Sastra platform.

## RESULT AND DISCUSSION

### A. Definition of Cyber Literature

The term Cyber comes from the English language and does not stand alone, but is intertwined with other words such as cyberspace, cybernate, and cybernetics. Cyberspace means (computerized) space that is intertwined to form a culture among them. Cybernate means process control using computers. Cybernetics refers to automatic control systems, both in computer (electronic) systems and neural networks. Based on these definitions, it can be concluded that cyber literature/cybersastra is a literary activity that utilizes computer media or the internet as a publication medium (Enraswara, 2006: 182).

Cyber literature emerges to answer the anxiety of novice writers or writers. Cyber literature is used as a vehicle to channel all forms of inspiration and aspirations for novice writers, becoming a new milestone in the presence of a 'free' literary world, regardless of space, time,

language, and breaking the barriers of the country, because in a few seconds the published writing will be exposed to all parts of the world. The development of cyber literature in Indonesia cannot be separated from the widespread use of internet technology that is increasingly developing and sophisticated. Various cyber literary communities have emerged by utilizing websites, mailing lists and blogs. This phenomenon marks a new chapter in the world of Indonesian literature, where literary works are no longer limited to print media, but also penetrate the digital realm.

Literature can be owned by everyone and people are free to publish their own writing without the need to go through curators or literary experts. This is what makes the existence of literature even more widespread. One thing that is taken into consideration by the literati for cyber literature is the quality of the work. This is aimed at people who do not have a history of authorship of literary works and dare to write literature in the cyber world. However, good and bad works each have their own standards and recognition of the quality of one's work is no longer found in the ability to display one's writing prestigiously in the literary pages of mass media or literary magazines.

### **B. Jendela Sastra**

Jendela Sastra is a non-commercial website that serves as a platform for writers and literature lovers in Indonesia to express their ideas in the form of literary works, criticism, and essays. In Jendela Sastra, members can directly write and publish their works, comment, discuss, and share with other members and visitors. The management of this site is carried out voluntarily by members who contribute according to their respective abilities, with the aim of jointly advancing Indonesian literature.

Jendela Sastra is a social networking website that specializes in literature, especially Indonesian literature. In Jendela Sastra, we can find (1) news which contains news materials related to literature, (2) literary works which contain writings of literary works (drama, prose, poetry, and old literature), (3) insights which contain writings that aim to provide literary insights to the public which can be in the form of articles, points and figures, essays, criticism, and reviews. (4) external link bookmarks which contain a collection of links to literary materials on other websites. External Link Bookmarks are not a collection of links to a website's home page/blog, but links to material on a site. If a member has or finds an interesting article that they want to share, they can write down the URL, title, and a review/summary of the content so that other readers can easily understand what the link is about, and (5) the literary kitchen which contains discussion forums between members (learning to write, casual chats, and the Jendela Sastra kitchen).

Members who have registered as writers in Jendela Sastra can directly submit and publish their works, comment, discuss, and share with other visitors, and any visitor can register as a member for free. Jendela Sastra has an editorial board, namely Ombi Romli, which functions to moderate the writings that enter the Jendela Sastra page. This editorial board was formed with the aim of maintaining the comfort of other readers, as well as preventing violations of norms and laws. The editorial board will not change the content/context of the writing, they only check

the content and adjust the writing format. In addition, the editorial board can also grant privileges to members/writers to be able to publish their writings directly without moderation.



Bookmark view on Jendela Sastra

Source: <https://www.jendelastra.com/bookmark>

### C. The Role of Jendela Sastra in Disseminating Literary Works

The results show that Jendela Sastra plays an important role in disseminating literary works widely. This platform allows writers to publish their works in a digital form that can be accessed by anyone without being limited in time and place. The following ease of distribution of works through the internet changes the way literature is delivered to the public.

#### 1. Wider Accessibility.

One of Jendela Sastra's main roles is to remove access barriers in enjoying literature. Unlike conventional publishing where readers have to buy books or gain access at physical bookstores. Jendela Sastra allows literary works to be enjoyed directly through digital devices, such as smartphones, tablets, or computers. An example of concrete data supporting this is Jendela Sastra's ever-increasing visitor statistics. In 2023, according to data obtained from the platform manager, the number of monthly visitors reached more than 500,000 people. This figure shows a significant increase in reader participation in digital literature platforms. Many readers feel that this digital distribution of works makes it easier for them to find and access literature without the constraints of cost or location.

#### 2. Diversity of Literary Genres and Styles.

Jendela Sastra plays a role in introducing diverse genres and styles of literary writing that may not have previously been published in traditional media. The types of works published on the platform include poetry, short stories, essays, as well as social, political, and cultural themed writings that take the form of digital narratives. Writers can also experiment with more experimental text formats, such as writing that uses multimedia elements or interactive visual poetry. For example, some young writers from various parts of Indonesia have started uploading their literary works in Jendela Sastra. For example, serialized stories created by writers such as Lukman Hakim in the story "Langit Tanpa Batas" which takes the theme of overseas and urban life, the theme has received a lot of appreciation from readers. This work combines text with digital image and audio elements, a literary form that was previously almost never found in traditional book publishing. The author utilizes the access provided by digital media to add a new dimension to their literary work.

#### 3. Use of Technology in Literary Delivery.

Jendela Sastra utilizes technology in the delivery of literary works so that they can be more easily accessed and enjoyed by various groups. Digital media allows writers to publish their work without technical limitations such as printing costs and physical distribution. For example,

writers from various regions in Indonesia (Sumatra to Papua) can share their work without the need to visit big cities or rely on conventional publishers. Evidence of the successful application of this technology can be seen in the collaborative writing project conducted by Jendela Sastra, where writers and readers can work together to write a story or digital novel together. One of the programs organized by Jendela Sastra “Writathon” in 2023 managed to gather more than 1,000 participants within two weeks. Participants were asked to write open-form stories on the platform and provide feedback on other works. This collaboration strengthens the connection between readers and writers, and fosters the spirit of co-creation in the literary world.

#### 4. Interaction between Writers and Readers

One of the interesting aspects of the Jendela Sastra platform is the direct interaction between writers and readers. In this digital publishing system, readers can provide feedback to writers through comments, discussions, and suggestions regarding published works. This creates a very dynamic literacy ecosystem.

##### a. Creative Dialogue.

This platform provides an opportunity for writers and readers to interact directly, creating constructive discussions and potentially enriching the content of the literary work itself. For example, a writer like Fadli Rachman who published the *Langit Berwarna Senja* novel series received many comments and suggestions from readers from all over the world. Readers commented on the storyline, characters, and atmosphere depicted in the work. Some comments even gave ideas to develop the story further, opening up space for improvisation and collaboration in the process of literary creation. However, this interaction not only creates a two-way relationship between writers and readers, but also forms an active community of readers and writers, sharing information and perspectives. Some readers in Jendela Sastra have organized online literary gatherings that discuss specific works or even share more in-depth literary criticism on important topics in digital literature.

##### b. Active Participation of Readers

Jendela Sastra provides freedom for readers to not only be passive recipients, but active in the development of the text. Readers can propose ideas, provide comments and even contribute directly to the continuation of the story, especially in genres such as serialized fiction literature. For example, in one of the serialized works titled “*Di Bawah Langit Cinta*”, readers actively proposed ideas about new characters that should appear in the story or commented on the conflict between the main characters. The author accepts this feedback and sometimes incorporates some of these elements into the continuation of the story.

The image shows two side-by-side screenshots from the Jendela Sastra platform. The left screenshot displays a poem titled "PEREMPUAN JALANG, 4" by Joan Udu. The poem's text is: "Mengapa begitu lekas kau pergi? Bekas-bekas senyummu belum bisa kuingat pasti dan sisa senja kemarin masih tunggu di depan rumah. Bukankah kita masih perlu bertemu? oh, tunggu kau, akan kukecup dalam-dalam pipi kananmu esok pagi sehabis kukecup dengan sabar pipi kirimu yang lugu!". Below the poem, it identifies the author as "Joan Udu, Penyair asal NTT dan Pemenang 'ASEAN POEM 2017'" and shows a view count of "8746 dibaca". The right screenshot shows a "Komentar" (comment) section. It features three comments: 1. "PERTANYAAN" by agathaduawogar (07/10/2018 - 17:41) asking "APAKAH puisi itu berdasarkan kisah kitab suci? tentang maria mgdalena dan yesus?". 2. "INI PUISI YANG LUAR BIASA" by Hams Hama (05/09/2019 - 09:48) stating "Ini puisi yang luar biasa. Membacanya selalu mengundang rasa ingin tahu.". 3. "SANGAT INSPIRING PUISINYA" by Contoh Puisi (18/10/2019 - 21:09) mentioning "Judulnya mengingatkan pada puisinya Chairil Anwar. Uuh.. jadi teringat narasi dan diksinya."

Display of Literary Works and Reader Comments  
Source: <https://www.jendelastra.com>

#### D. Challenges in Digital Literary Media

Jendela Sastra provides many conveniences for writers and readers. However, various challenges need to be overcome for this platform to grow and develop further in the digital media landscape.

##### 1. Quality Issues and Content Curators.

The presence of diverse literary works also brings challenges to the quality of content. Without strict standards or curators, many published literary works do not meet certain literacy standards. This can lead to a poor perception of the quality of digital literature and reduce readers' interest in published works. The platform has introduced a curation program that works with professional editors to ensure that works published on Jendela Sastra meet basic literary requirements. In recent months, the platform has also held writing competitions that reward the publication of the best works in their digital literary magazine which gives writers more incentive to produce quality works.

##### 2. Copyright Infringement.

The issue of copyright infringement is a serious problem in digital media, including the Jendela Sastra platform. Since published literary works can be freely accessed and downloaded, authors often feel their works are vulnerable to being copied without permission. Therefore, Jendela Sastra has developed a plagiarism reporting system using plagiarism detection software and provides education to authors on how to protect their copyright digitally. However, efforts to address this issue are still in the development stage due to the technical challenges faced by digital platforms.

##### 3. Monetization and Sustainability.

Another key challenge is how to sustain the Jendela Sastra platform in the long run. The current donation- or advertising-based business model does not provide enough incentive for writers and managers to develop the platform further. However, new monetization opportunities are starting to emerge. Jendela Sastra is testing a premium subscription model that offers exclusive content to paying users. This provides an opportunity for writers to be rewarded for their work. However, there is no definite agreement on this mechanism yet.

#### E. Opportunities for Digital Literary Media Development

Jendela Sastra has many opportunities for further development, namely:

1. Increased access to literature to the international community is one of the biggest opportunities as Indonesian literature becomes more accessible internationally. This platform can be a bridge that connects Indonesian literature with readers abroad who were

previously unreachable through traditional media. Through the translation of certain works into foreign languages, such as English and Spanish, local works can be better recognized in the global market.

2. Collaboration between writers and readers introducing further features to explore collaboration between writers and readers, for example by providing a special space for readers to contribute directly to the development of literary works or organizing joint writing activities on certain topics.

## CONCLUSION

Jendela Sastra is one of the digital platforms that is very important in delivering literature in the digital era. Although faced with challenges in managing quality and copyright, the existence of Jendela Sastra provides great opportunities for writers and readers to better connect and collaborate. This platform can continue to grow by utilizing technology to distribute literary works, create a more active community, and explore new monetization potentials that are more sustainable. In the not-too-distant future, Jendela Sastra can become a pioneer in digital literature that emphasizes diversity, creativity, and accessibility.

This research shows that this platform not only provides space for writers to share literary works, but also creates opportunities for readers to interact directly with writers through various features that support collaboration and active participation. The existence of Jendela Sastra facilitates public access to literature, as well as enabling the publication of various genres and more experimental writing styles, such as multimedia literature and visual poetry. Nonetheless, major challenges in terms of content quality, copyright protection, and monetization remain to be faced by platform managers. Therefore, the sustainability and development of Jendela Sastra requires attention to a strict curation system, legal protection of literary works, and a more sustainable business model.

Utilizing increasingly advanced technology, Jendela Sastra has great potential to continue to grow, not only as a means of distributing local literature but also as a bridge that connects Indonesian literature with a global audience. Jendela Sastra provides evidence that literature does not only develop in the world of print, but can adapt new forms in accordance with the demands of the times, while opening opportunities for writers and readers to more actively participate in the world of literature that continues to grow in the digital era.

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