



# OUR LEGACY, A PASSION FOR EDUCATION

Established in 1952, Erlangga Group is one of the first Indonesian publishers that focused on school books. Today, within its sixth decades of services, Erlangga Group has formed a distinctive presence in Indonesia's publishing scene. We are well-known for the fine quality of our publications and the large range of our products.

We have been actively participating in the development of Indonesia's educational sector and known as a leading educational publisher in Indonesia. Aside from that, during the last ten years, we have been publishing many titles written by internationally and locally famous authors. Hence, our products become a mix of beautifully produced textbooks, children books, and trade books, which makes Erlangga Group as the home of many well-known authors and famous children's characters.

In creating products, we always ensure that the products are enriched with educational values. We do our best in distributing the products throughout Indonesia, by expanding our marketing offices throughout Indonesia.

Being a publishing group that is widely known for its remarkable, high-quality products, and best customer service program, Erlangga reaches its success also with the cooperation of our affiliates: GAP PRINT, Eureka, and Erlass Institute. Together, we strive to achieve the best in customer satisfaction.

# HISTORY

Erlangga Group Development

Start  
1952

**Year 2K**  
The birth of  
**Esis** brand.

**Year 2K3**  
The birth of  
**Erlangga for Kids**  
(EFK) brand.

**Year 2K6**  
Other than the birth of **Esensi** brand,  
year 2006 also witnessed the birth of  
**Eureka Bookhouse**,  
our own bookstore.

**Year 2K7**  
The birth of  
**Eureka Logistics**

**Year 2K9**  
2009 is the year  
when we held the first  
**Erlangga Fair** in Jakarta  
and other cities in Indonesia.

**Year 2K10**  
The birth of **Erlass**.  
Erlass is a subsidiary of Erlangga Group  
specializing in holding trainings,  
the seminars and workshops.



# WHO WE ARE

## A PASSION FOR EXCELLENCE

Creating good books require hardwork from creative authors, dedicated editors, resourceful designers and hardworking production staffs. We have all of these factors and state-of-the-art equipments to ensure the quality of our products. Furthermore, we have the passion to produce world class books. Finished products will then be distributed to all over Indonesia by our vast sales force.



## A PASSION FOR QUALITY

From the selection of titles, pre-printing processes, to the printing and finishing, we care for every detail in our products. Accuracy, attention to detail, and meticulous quality control are of paramount importance in our organization. We devote a generous amount of resources to ensure the finest quality of our products. Editing, correcting, photographing, redrawing, scanning, retouching and final proof checking are done to every product we make. Great lengths are taken to ensure our products will emerge at their best. Despite yielding to our obstacles, we keep raising our standard and confidently look up to the future as a company that moves in a global business circle.

# VISION & MISSION



## Our Vision

Our vision is to be the important partner of all parties whose aspiration is to develop and increase the quality of Indonesia's national human resources by mastering knowledge equivalent to their counterparts in advanced countries.



## Our Mission

- We serve every parties involve in seeking to improve the quality of educations and knowledge.
- We aspire to provide products and services of the highest standards, far and above those of our industry competitors.
- We wish to ensure that all parties who deal with us will gain benefit from our services.
- We aim to achieve reasonable return on capital and investments for our shareholders, to capitalize on our assets, and to be a source of prosperity for our employees.
- We acknowledge that our employees are strategic elements in shaping our venture in the future. Our mission is to enable, encourage, and stimulate them in order for them to grow and perform to their highest potential in terms of continuous productivity and creativity.



# BRANCH OFFICES

## Erlangga Group

has more than 250 representative offices covering most areas of Indonesia.

### SALES CHANNELS & MARKET KNOWLEDGE

As one of the biggest publishing companies in Indonesia, we take pride in our strong sales force and network. We built our sales force throughout our years of expansion in Indonesia to support them with multiple training programs. To this day, our sales force comprises of 5000 sales team, supervisors and managers that are working on all major cities in Indonesia. Our sales force work with annual sales targets and the targets are based on each area's market study, geographic knowledge for distribution, and market reach. We have good understanding of Indonesia's demography, Indonesians purchasing habit, taste and purchasing power based for our products. These have been our keys of success in expanding our business.





Strong human resources, extensive market knowledge, effective business process, and the high value we put on our customers, all play important roles for us in delivering our products on its best quality to our end users.

## OUR STRENGTHS AND CAPABILITIES

Our network of 4500 sales force and supporting team that are working all over Indonesia is our key advantage in doing and executing our business.

## STRONG HUMAN RESOURCES

Our logistic network covers major to smaller cities in Indonesia.

We have the experiences and knowledge on handling and managing distribution for more than 30 years. We are partnered with the best logistic companies to assist us in providing our excellent services. Today, under the management of our own subsidiary, **Eureka Logistics**, we also provide services to other companies aside from Erlangga Group.

## LOGISTIC CAPABILITIES

As one of the biggest publishing houses in Indonesia, with more than 70 years of experience, we have a vast and extensive knowledge on community buying power throughout Indonesia. We also have deep understanding on their purchasing habit.

## COMPETENCE IN MARKET KNOWLEDGE





## PACKAGING AND SAFETY

Bringing increased value to our products and processes starts with packaging. The quality and safety of our packaging is a primary concern for us. Using state of the art equipments and also by performing an array of assessments and evaluations we are able to bring our products to market quickly and safely. The packaging and printing of our products fall under the supervision of our subsidiary, **GAP Print**, an ISO certified company.

## AN ERP BASED COMPANY

To support the growth of our businesses, Erlangga Group decides to use Enterprise Resource Planning (ERP). This decision has enabled us to be more efficient in conducting our businesses and obtain real time information and data from all of our branches.

## PUTTING HIGH VALUE TOWARDS OUR CUSTOMERS

All customers are valued customers. To maintain the spirit, we put high value toward quality control and customer service by providing excellent servicess, dealing positively with customer issues and hassle free return policy.

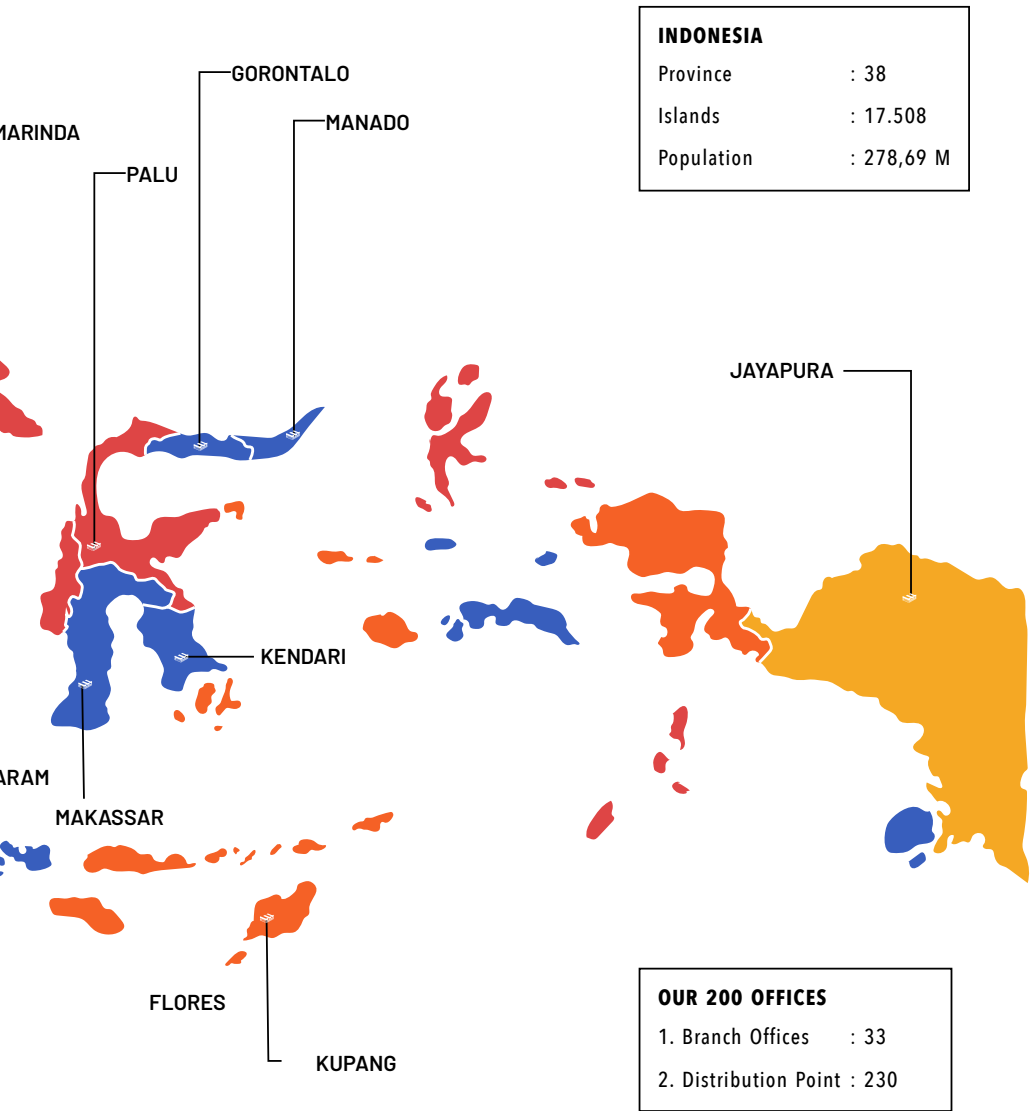
# MAP OF DISTRIBUTIONS





Indonesia often describes as "Emeralds of The Equator". As a nation comprising 17.508 islands, Indonesia is the world's largest archipelagic state.

Tremendous market potential awaits in Indonesia, as the country's population of over 234 million people or the fourth most populous country in the world. We aim to meet that potential through our marketing offices all over Indonesia, from the most modern city to the most remote area. It is our dream to serve them all.



## OUR BUSINESSES



For over 70 year, Erlangga has published high quality school books based on the dynamics of Indonesian curriculum. Our products are vastly recognized by the educators (ranging from preschool to higher education) and the government (The Ministry of Education).



### Head Office

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[www.erlangga.co.id](http://www.erlangga.co.id)



# SCOPE OF PUBLICATIONS

**Elementary School Books** | Hundred of titles have been published to cover all 9 subjects of study at this level.

**Junior High School Books** | Hundred of titles have been published to cover all 11 subjects of study at this level.

**Senior High School Books** | Hundred of titles have been published to cover all 16 subjects of study at this level.

**Higher Education Books** | More than 1500 titles have been published to cover a broad range of majors, such as engineering, science, economics and social sciences.

**Erlangga For Kids** | The third imprint of Erlangga Publisher. Its products are specifically segmented to children's education. In the span of 5 years, this imprint has grown from merely a player to a market leader.

**ESENSI** | The fourth imprint of Penerbit Erlangga. Specializing in producing trade and popular books, this imprint has produced many best-selling titles.

**EMIR** | The fifth imprint. Specializing in producing trade, popular, and children's book with Islamic nuance, we are confident that in years to come this imprint will grow as one of the market leaders in Islamic books.

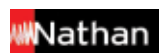
**Erlangga Digital** | Published hundreds of e-books for all levels all levels in various categories, which are accessible through Erlangga's digital library.

## OUR IMPRINTS



## OUR NOTABLE PARTNERS

We've been cooperating with many international publishers and licensors to broaden the scope of our publications and to provide the best for our readers.



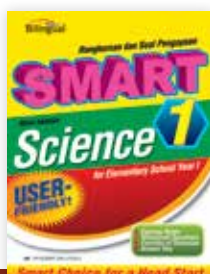
# OUR BOOKS

## PENERBIT ERLANGGA - SCHOOL BOOKS

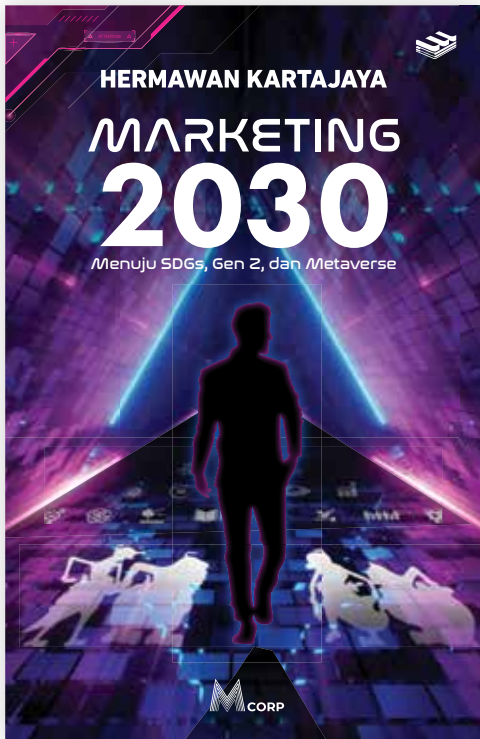


“Super Français” is a French language textbook designed based on the Merdeka Curriculum. This book is intended to serve as a student’s guide in improving their proficiency in the French language, both orally and in writing.

The book presents a variety of individual or collaborative activities to sharpen the French language skills of learners. All of these activities are aimed at enhancing language skills (listening, speaking, reading, and writing). Grammar and vocabulary are introduced in a contextual and progressive manner. This book not only equips learners with language abilities but also imparts knowledge about French culture.



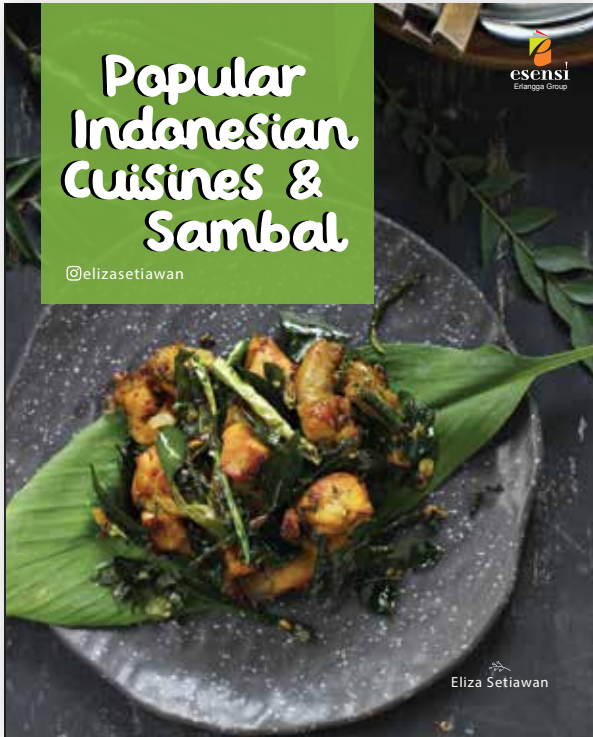
## PENERBIT ERLANGGA - HIGHER EDUCATION



Hermawan Kartajaya, Indonesian world-class marketing thinker and guru, has envisioned that in the year of 2030, three game-changer phenomenons will greatly impact the world of business in general and marketing in particular. These phenomenons are the fulfilment of the United Nations 17 Sustainable Development Goals (SDGs), the rise of Generation Z (the demographic group whose birthdate ranges from 1997 to 2010) as financial decision makers, and the maturing of the metaverse (a virtual world facilitated by the use of AI, VR, and AR technology). This book is a must-have for every business owner and those interested in the field of marketing.



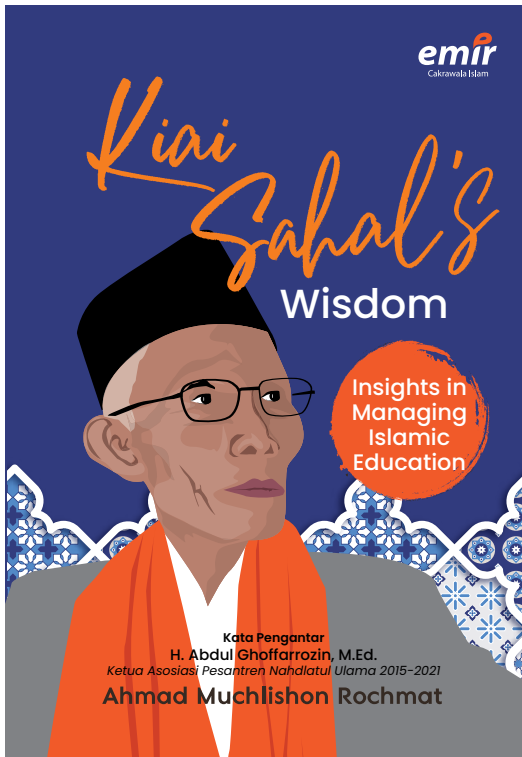




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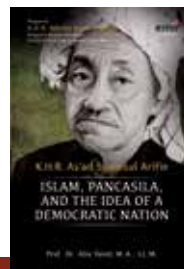


## ISLAMIC BOOKS

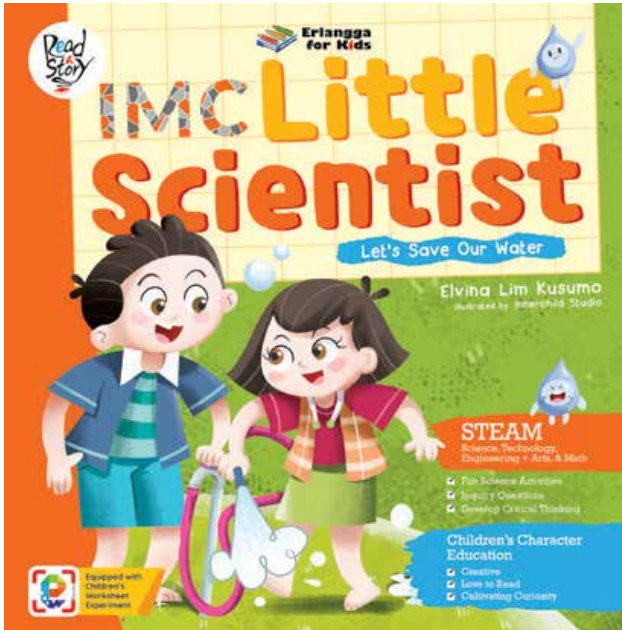


Kiai Sahal was a prominent name in the field of education in Indonesia. He devoted nearly his entire life to nurturing, managing, and advancing three educational institutions simultaneously. Unfortunately, this fact received minimal attention, so the public only recognized him as a figure within NU (Nahdlatul Ulama) and MUI (Indonesian Ulama Council) and as the initiator of social fiqh2 theory in Indonesia.

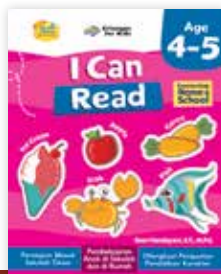
This book uncovers the figure of Kiai Sahal as a visionary educational thinker, revealing the secrets of his success as an educational practitioner and highlighting his "unconventional" style of leadership that transcended his era. This leadership style has become increasingly relevant given the demands and dynamics of today's Indonesian education landscape.



## ERLANGGA FOR KIDS



While Caleb was taking shower, Caleb didn't turn off the tap. The water was wasted. Mom scolded him, telling him to save the water. Then, Mom took Caleb and his friends to visit a giant aquarium. In the aquarium, Mom told Caleb about the importance of saving water.



# OUR FAMOUS AUTHORS

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**Hermawan Kartajaya**

Hermawan Kartajaya is an Indonesian marketing expert. He was born on November 18, 1947 in Surabaya, East Java, Indonesia. He is the founder and chairman of MarkPlus, Inc., a management consulting firm based in Indonesia that he established in 1990. He is also a prolific author who has written several books on marketing with Prof. Philip Kotler. He is known for his contributions to the field of marketing and has been recognized by several organizations for his work. He served as the President of the World Marketing Association and was named one of the "50 Gurus Who Have Shaped The Future of Marketing" by The Chartered Institute of Marketing in the UK. He was also awarded an honorary doctorate by ITS Surabaya in 2010 for his contributions to the field of marketing.

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**Edvin Aldrian**

Prof. Edvin Aldrian is a Professor of Meteorology and Climatology at the Agency for Assessment and Application of Technology BPPT Indonesia. Currently Prof. Aldrian serves as IPCC WG1 Vice Chair representing Indonesia and countries in the Southwest Pacific region. Prof. Aldrian obtained his PhD in 2003 from Max Planck Institute for Meteorology Germany. He works mainly on global and regional climate issue including climate changes and actively becomes speakers for Climate Change sciences. Prof. Aldrian is active in promoting climate change science nationally and internationally as part of IPCC Outreach programme in South Asia and Southeast Asia.

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**F. Widayanto**

F. Widayanto is an Indonesian Asian Modern & Contemporary artist. F. Widayanto is currently the most prominent Indonesian ceramist noted for his original and unique creation. All of Yanto's ceramics are hand-made, from shaping to decorating and glazing to ensure that not two pieces are identical. Every piece Yanto produces is an individual creation.



**Atalia Praratya**

Dr. Hj. Atalia Praratya, S.IP., M.I.Kom. born in Bandung on November 20th 1973. She is known as Atalia Praratya or Ibu Cinta, the wife of the Governor of West Java, Ridwan Kamil, for the 2018-2023 period. While her husband served as governor, Atalia was active as Head of the Family Welfare Development Team of Bandung and Head of the Regional National Crafts Council of Bandung. She also served as Chief of the West Java Scout Movement Quarter and received the Karya Bakti Badge Award Certificate from the Chief of the National Scout Movement Quarter in 2022. Atalia is very active in organizations in the fields of Early Childhood, Scouts and Literacy. She also enjoys writing, and there have been 5 scientific journals and 7 books written by her. Atalia also received an award in 2022 from Ikatan Penerbit Indonesia (IKAPI) Awards in the Literacy Promoter category.



**Arumi Bachsin**

Hj. Arumi Bachsin, S.E., also known as Arumi Bachsin, was born in Jakarta on 19 February 1994. She is known as was an actress and model , also the wife of an engineer and politician, Emil Dardak. She started her career as a model at a young age, in 2006. Arumi made her screen debut in a soap opera called Azizah. She became increasingly popular after starring in the films Bestfriend? and Putih Abu-Abu dan Sepatu Kets. During that time, she also worked as a presenter. Her versatile skills have made her a notable figure in Indonesian entertainment. Arumi Bachsin is also involved in various organizations, including the East Java Regional National Craft Council (Dekranasda) and the Indonesian Islamic Student Movement (PMII).



**K.H. Prof. Dr. H.M. Asrorun  
Ni'am Sholeh, M.A.**

He was born in Nganjuk on May 31, 1976. He is a Deputy Minister of Youth and Sports Affairs and a professor in the field of Islamic law at the Faculty of Sharia and Law at the State Islamic University (UIN) Syarif Hidayatullah in Jakarta.

He completed his higher education at the Islamic University of Imam Ibn Sa'ud Riyadl in Jakarta, also known as the Institute of Knowledge and Arabic Studies (LIPIA). He began with I'dad (Arabic language and literature) and graduated from the Faculty of Sharia in 2001. He was involved in the education of MUI (Indonesian Council of Ulama) cadres from 1993 to 1996 and completed his studies at the IAIA Jakarta Faculty of Education in 1997. He pursued his master's degree in the field of usul al-fiqh at the Graduate Program of IAIN Jakarta from 1998 to 2002.



**Drh. Habyb Palyoga**

Drh. Habyb Palyoga GDipCVS is a veterinarian who is currently working as Veterinary Officer at Department Agriculture and Agri-food in The Ministry Primary Resource and Tourism at Brunei Darussalam. He is a dedicated and accomplished veterinarian with a strong entrepreneurial spirit, excelling in the establishment and cultivation of robust client relationships. His professional endeavors extend beyond the traditional veterinary practice, as he actively engages in the role of a social media influencer, advocating for animal health, and offering expertise in companion animal and livestock care. His specialized interests lie in the fields of pathology and parasitology.



**Analisa Widyaningrum,  
S.Psi., M.Psi.**

She was born on January 31, 1989, in Yogyakarta. She is a clinical psychologist (at Jogja International Hospital, UGM), life motivator, owner and director of the Analisa Personal Development Program in Yogyakarta, and currently serves as a personal development motivator at Penerbit Emir - Erlangga. Analisa holds a master's degree (S-2) in Clinical Psychology from UGM in Yogyakarta.

She has received numerous awards, including: 1st Winner of the National Language Ambassador in Entire Indonesia (2008); Beswan Djarum (2009-2010); Indonesian Delegate in The Asean Youth Forum in Ho Chi Minh City, Vietnam (2010); Best Skin Wardah Cosmetic in Two Generations Inspiration Kartini Magazine (2010); and Best Graduate of the Master's Degree in the Clinical Psychology Profession at UGM (2014).



# BOOK LAUNCHINGS 2023



Source: <https://kominfo.jatimprov.go.id/>

# OUR EDUCATIONAL DIGITAL PLATFORM



**E-BOOK**

E-Book Erlangga is as easy and fun to use. The colorful layout of the e-book make it easy and comfortable for anyone to read on any device. With many e-book titles stored on one device, users can read and study anytime and anywhere with E-Book Erlangga. Although users can immediately read the available free e-books, to be able read all the titles, users can buy the desired e-book with three choices of active periods (1, 2, or 3 years), and the price start from USD 0.73 (Rp11,000).

## E-Book Erlangga Multimedia Features

### AUDIO & VIDEO

Audio and Video explains about the subject being taught in an attractive manner so that students can understand the material easily.

### CBT & QUIZ

CBT (Computer Based Test) at the end of each chapter to exercise the students after learning the subject.

Quiz in the middle of each chapter to measure the ability of learning material being taught.

### ANSWER SHEET

Work Answer Sheet is an answer sheet in PDF format that can be filled out by students to answer multiple choice questions and essays.





E-Library Erlangga is a digital library platform from Erlangga Publisher. The e-books available in the Erlangga E-Library have the same features as in the E-Book Erlangga app and all the multimedia features available in the E-Book Erlangga are available too. E-Library Erlangga designed as close as a conventional library, but still easy to manage by just one library administrator.

The E-Library Erlangga platform are very easy to use. The library administrator interactions with library members are easy to do with the chat and notification features available in the platform. E-books lending management is also made simple, the library administrator can lend e-books to members in the same group or class at the same time or even withdraw e-books borrowed by members with just a few clicks.

Our Erlangga platform is available for free, schools or institutions only need to buy e-books to be included in their e-library collections. Every purchase of one e-library title with prices starting from only USD 6.61 (IDR 100,000) will get five copies of the e-book.



→ Erlangga E-Library home page display managed by library administrator.



→ The home view of the E-Library Erlangga member app. This app can be downloaded for free on the Play Store and App Store.

## OUR GROUP



Eureka Logistics was established in 2007 as a division of Erlangga Group, in an effort to provide logistics and delivery services of textbooks by land, sea and air throughout Indonesia.

Currently Eureka Logistics has successfully serves the demand of logistics services for reputable companies in Indonesia as it continuously increases its fleet and is in active collaboration with a range of the country's reliable logistics companies.

We understand the importance of logistics and punctual delivery, packaging safety, and coordination with all stakeholders through our branches.

We believe in the kaizen philosophy of continuous improvement. Our team is open to suggestions and critiques from our partners and companies that have entrusted their products in our company as both measures allow us to improve our skills regularly.

## OUR NOTABLE CLIENTS

We are open to cooperate with all parties who have the same vision for service delivery goods to and from all regions in Indonesia.

- Erlangga Publisher | Books
- Gelora Aksara Pratama | Printing company
- Indolakto | Dairy
- Tjiwi Kimia, Tbk. | Paper
- Salim Ivomas Pratama, Tbk. | Cooking oil
- Malindo Feedmill, Tbk. | Livestock
- Satyamitra Kemasindo Lestari | Paper packaging
- Indonesia Seia | Plastics
- Jotun Paint Indonesia | Paint



### Head Office

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Email [info@eurekalogistics.com](mailto:info@eurekalogistics.com)

[www.eurekalogistics.com](http://www.eurekalogistics.com)



## OUR GROUP



Master Diskon is a travel company based on an application that was established in 2019 in Jakarta. Master Diskon provides various needs for your travel, business, and adventure, such as easy access to various options for booking flight tickets, hotel reservations, tour packages, train tickets, and bus tickets all within a single platform.

We also offer a variety of attractive domestic and international tour packages with the best price offers from Master Diskon. Connect with hundreds of domestic and international airlines, as well as tens of thousands of hotel options worldwide. Master Diskon is always ready to be your travel companion anytime and anywhere.

## OUR PRODUCTS INCLUDE:

- Ticket Plane/Train/Bus
- Hotel Reservation
- Tour Package
- Meeting Package
- Sport Package
- Restaurant Reservation
- Bus Rent



### Head Office

Alamanda Tower, Lantai 20 - Unit F, Jakarta Selatan, DKI Jakarta  
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[www.masterdiskon.com](http://www.masterdiskon.com)  
© Master Diskon



## OUR GROUP

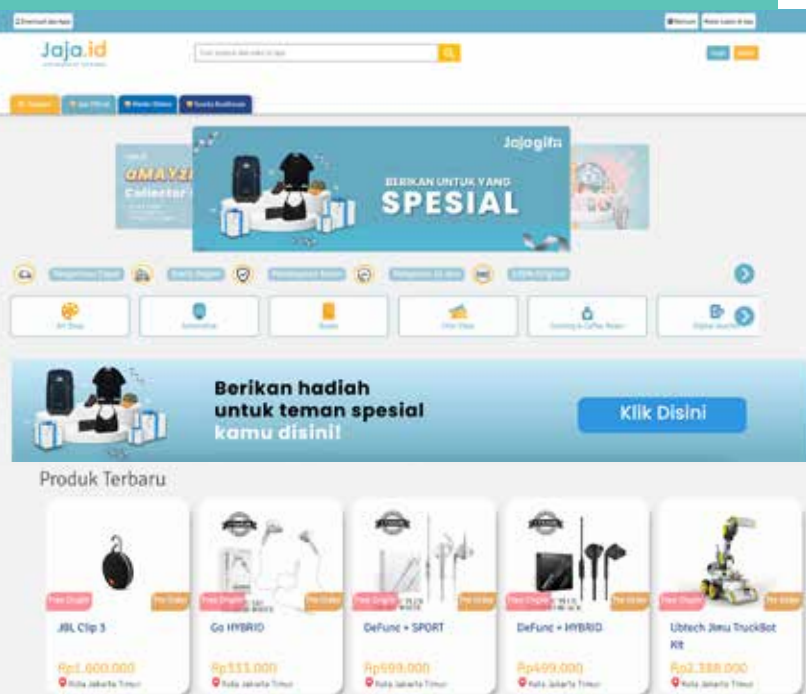
# Jaja.id

1st Marketplace for Your Hobbies

Jaja.id is a distinct marketplace for hobbyists to find their equipment. It is intended to be a marketplace for the community of enthusiasts of various types of hobbies in Indonesia.

Jaja.id is planned to be an online meeting place for sellers and buyers who want to fulfill their avocation necessities.

Jaja.id is part of the Eureka Group which has more than 10 years' experience in operating online buying and selling transactions.



### Head Office

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[www.jaja.id](http://www.jaja.id)



## OUR GROUP



**GAPPRINT®**

To accommodate our printing needs, Erlangga Group has a reliable subsidiary in the form of **gapprint**. As one of Indonesia's most advanced printing house, **gapprint** does have what it takes to realize its motto: "We have outmost care for quality".

## OUR NOTABLE PARTNERS

- Erlangga Publisher
- Faber Castell
- Bakemart
- SONY



### Head Office

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Email [marketing@gapprint.com](mailto:marketing@gapprint.com)

[www.gapprint.com](http://www.gapprint.com)

## OUR GROUP



Erlass Prokreatif was established by a team of highly skilled professionals from Erlangga that have profound understanding in educational services.

Since 2010, the company has established three business units:

1. Erlass Learning Center
2. Professional Training Center
3. Public Relation program for professionals

The training Programs include:

1. Workshops;
2. Seminars;
3. Event organizing for high school and vocational students;
4. Training Program for teachers from various disciplines;
5. Playgroup and Children and Adolescent and Creativity Center.

## OUR NOTABLE PARTNERS

- The Provincial Government of Jakarta
- Erlangga Group
- State University of Jakarta
- Sahid University
- Jakarta Accounting Teachers Association
- Cahaya Sakti School
- Abdi Karya Jakarta Foundation
- etc



### Head Office

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