Preserving Knowledge of Fictional Literature Works

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Abstract: As the title implies, this study talks about preserving knowledge of fictional literature works by setting the research in Harry Potter novels. It is no denying that the novel written by J.K. Rowling always are in demand anywhere in the world and eventually become part of popular culture, especially in Western cultures. In order to gain understanding of the process of preserving knowledge of this fictional world remains well preserved, J.K. Rowling forms partnership with universal studios to seek presenting a themed-attractions named The Wizarding World of "Harry Potter" which is based on Rowling's best-selling Harry Potter novels. Using the help of SECI Model. Only two conversions are used, socialization and externalization to see how knowledge of the fictional world of harry potter is preserved and experience a transfer process.

Key words: Harry potter, J.K. Rowling, knowledge, preservation, SECI Model, universal studios

INTRODUCTION

In the field of libraries and archives, "preservation" is an effort to save not only the physical material but also the information contained within them. Conducted to extend access information of paper book or electronic book that may be lost instantly or document turns into a bad condition (Balloffeet and Hille, 2005). However, J.K. Rowling undertakes preservation of her creation differs from general method do.

SECI Model is the process of knowledge creation via conversion from tacit to explicit knowledge, must has to interact with each other to form the knowledge spiral that creates knowledge (Nonaka and Teece, 2001). As we already know, SECI has become the cornerstone of knowledge creation and transfer theory. Conversion, spiral pattern and transfer are important ways for knowledge to change shapes, to renew and to make new knowledge then so, at the end of the day a piece or heaps of knowledge remain well preserved in the hands of individuals or many people.

Harry Potter is a series of fantasy novel written by British author J.K. Rowling. The novel chronicle the life of a young man who comes to the realization that he is actually a wizard and as the story progress tells his life and his two best friends Ron Weasley and Hermione Granger schooldays at Hogwarts School of Witchcraft and Wizardry. The main focus story arc concerns Harry's battle against The Darkest Wizard of All Time known throughout wizarding world as Lord Voldemort who desires to achieve immortality, subvert the wizard governing body known as the Ministry of Magic and subjugate all wizards and Muggles.

Stories of Harry Potter have been gathering fans of various ages and races. All novels gained immense popularity, critical acclaim and commercial success throughout the world. As of July 2013, the novels have sold >450 million copies worldwide and have been translated into seventy-three languages, proving Harry Potter the best-selling book series in the realm of young adult literature in history.

The success of the novels and films has guaranteed that Harry Potter franchise continues to expand. The Wizarding World of "Harry Potter" spare headed by J.K. Rowling has transcended preservation method generally used, in addition to maintaining knowledge of this fictional world into the digital platform for example Pottermore web but most recently, themed attractions have been built at universal studios and resort around the world or touring film studio which belongs to Warner Bros in London.

More than a decade journey with eight books and eight film adaptations managed to score successes and its own phenomenon, the Harry Potter series have brought readers into the world of magic. Universal studios tried to create at least part of this fictional world into the real

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world with the construction of themed attractions called The Wizarding World of "Harry Potter". Brought to life by a huge demand for more intimate experiences through a set of rides/attractions after the novel and the film adaptations come to an end.

Defining knowledge is still being debated in academic circles. Davenport and Prusak (1998) defines knowledge, usually highly engaged and attached to the individual who holds it. Elsewhere, as quoted from Agrifoglio (2015), knowledge in literature is the interpretation of the core competencies, skills, values and norms and lastly is the information. For this reason, academic normally focus more on knowledge components that can be measured for instance attributes and variables of any knowledge development activities where the same knowledge would appear by itself.

According to Agrifoglio (2015) knowledge preservation is an important step in the process of knowledge management, loss of knowledge is a daily challenge in the organization while organizations create knowledge and learn it, they tend to forget it. In the context of 'organization' seen in this journal is J.K. Rowling aided by her partners to preserve the knowledge of the fictional world of Harry Potter. All kinds of activities at universal studios to support this, including a replica of King's Cross station complete with Hogwarts Express train which allow visitors to ride it, re-creation of Hogsmeade with three rides, Harry Potter and the forbidden journey attraction is built as a re-creation of hogwarts school of Witchcraft and Wizardry complete with two roller coasters called Dragon Challenge, chasing the dragon like the one on the fourth novel, another called Flight of the Hippogriff, feel sensation on Hippogriff back and fly with it as mentioned in the third of Harry Potter novel. Other attractions such as Ollivander's Wand shop where visitors can choose the wand like ones found in its novel, Triwizard Spirit Rally a re-creation of Diagon Alley, another area presenting many restaurants and shops like the one in the novel, Honey Dukes, The Leaky Cauldron, Weasley's Wizard Wheezes, Borgin and Burkes, Wiseacre's Wizarding Equipment, all of them equipped with materials and menus described in the novel.

In this case so that the knowledge about fictional world of Harry Potter is not merely written in the books so readers/public are aware knowledge of the fictional world of Harry Potter and knowledge of Harry Potter will last long for generations even though the author does not wish to continue writing phenomenal Harry Potter series in distant future.

Literature review/observation

Popular culture: There are various means to define popular culture. Storey (2015) suggests four current significances namely 'well loved by many people'; 'inferior kinds of work'; 'work intently setting out to win favor with the people'; 'culture actually made by the people for themselve's. Storey claims, a clear starting point in any effort to define popular culture is to say sketchily culture that is widely favored or well-loved by many people. And certainly such a quantitative index would comply the agreement of many people. For an illustration, we could check sales of CDs and DVDs and examine attendance records at concerts or feast.

Knowledge preservation: IFLA has a responsibility to support the acceptance and diffusion through its channels of professional fundamentals of preservation and conservation enforcement.

Agrifoglio (2015) describes knowledge preservation is the process of enabling organizations to select, store and effectively actualize knowledge which has already been acquired or developed. Selection relates to identification process of organizational knowledge that perhaps advantageous for a third party in the future and should select only those that are worth protecting and preserving. Storage is the second stage which encourages individuals to store the organizational knowledge base into suitable form that feels according to desires. Agrifoglio (2015) divides three forms of storage such as individual, collective and electronic. The first permits organizations to prevent the permanent loss of valuable knowledge possessed by individuals resulting from retirement and death, if not preserved properly, the knowledge within them will no longer be available in the future. Collective memory intends to keep knowledge into the collective memory of an organization, this collective knowledge is deeply rooted in an organization and is stored by ways of the social and cognitive relationships that employees build. And the last is storage in electronic memory, underlines the multiple electronic storage capabilities of IT systems, rather than conventional instruments.

The last phase of knowledge preservation is the actualization of previously stored and protected organizational knowledge. Agrifoglio (2015) says to preserve the knowledge does not end with the storage of organizational knowledge but in making the knowledge available to an acceptable quality for decision-making. Knowledge preservation is a ceaselessly and systematic process.

Preservation and transferring knowledge: SECI Model was suggested by two Japanese philosophers, Ikujiro

Nonaka and Hirotaka Takeuchi. They elaborate how knowledge changes hands and forms. Then they also say, two kinds of knowledge (Explicit and Tacit) are essential for daily life and business, interact with four conversion process namely socialization, externalization, combination and internalization (Dalkir, 2011).

MATERIALS AND METHODS

The method of the research: This research was done using qualitative approach. The qualitative research used in this study aims to identify and to see how knowledge of Harry Potter is preserved and how that knowledge is transferred through the lens of SECI Model specifically socialization and externalization.

The research used literature study document (secondary data) and observation (primary data). This activity is the procedure that determines whether the research is good or not good (Kriyantono, 2006). There are two techniques of data collection in the form of primary data and secondary data. This study is using secondary data collection technique that will be obtained through reference materials such as books, documentation, news articles and other documentation from internet searches. All of the information obtained from secondary data will connect and support research (Kriyantono, 2006). Meanwhile, the selected observation is non-participant observation in which researchers simply observe without participating any activities undertaken by the group whom act as research object, researchers presence is existent or non-existent (Kriyantono, 2006).

RESULTS AND DISCUSSION

Preserving knowledge of Harry Potter 4.1.1. Harry Potter is part of popular culture: Harry Potter first novel is first published in the Great Britain in 1997 and then it was published in the United States in 1998. This novel series is instantly get huge sales in almost corners of the world and incredibly attached to reader's subconscious so quickly, making a lot people to buy the book as fast as lightning, waiting patiently for the release of the next book, collecting a heap of Harry Potter-themed merchandise and finally build themed attractions/rides based on ins and outs of this fictional world.

This raises the question of why is the world so frenzy about Harry Potter. As quoted from USA Today, Michael Stromenger said that he would find trouble to think an era when Harry Potter wasn't part of popular culture, he also noted that Harry Potter was pervasive, far-fetching, so for this reason people would likely hard to reject this novel

series. Continuing Stromenger statement, Nel and Westman add, J.K. Rowling had real characters grounded in everyday lives and brought out care about what had happened to them, so many people could understand and related to them which made the mystery and narrative drive all the more compelling and in addition J.K. Rowling had imagined Harry Potter world so wholly and with such diverse, amazing and rich details. People are always biding to know what happens next. In the matter of cultural knowledge, everybody knows who Harry Potter is although there are some people who don't read the novels.

We assume with the adoption of Harry Potter as part of popular culture, also is giving a large surge for unrelated audiences which children, adults, readers, even moviegoers; who come from diverse social classes, especially incomes and educational levels to take a liking. So the fictional world of Harry Potter, especially the character Harry Potter, still dominate Western popular culture and may be worldwide popular culture as well, even exceeding fictional works; at the same fictional characters created at millennium era, due to J.K. Rowling's ability to write as well as her skill in conveying knowledge fictional world of Harry Potter possessed by her then stored them in the form of novel.

Build theme parks to preserve knowledge of Harry Potter: The idea of constructing highly detailed, elaborative, spacious Harry Potter themed attractions which based on materials in the novel, took a long time. As quoted in Jim Hill Media (JIM), rumors of construction of Harry Potter themed attractions began in 2003 and either Universal studios or Disney would built it but then did not have certainty even from the mouth J.K. Rowling herself. In the end, taken from the BBC News website, dated May 31, 2007, universal studios partnered with Warner Bros (holder of valid license film adaptations of Harry Potter) and with full consent from J.K. Rowling, officially would opened themed attractions/rides themed fictional world of Harry Potter, called The Wizarding World of "Harry Potter". It was first opened in 2010 at Universal Orlando Resort, located precisely in the realm of attractions: Islands of Adventure.

The fictional world of Harry Potter and its terms are vast so universal studios has been selected several terms, most iconic and most memorable things in this fictional world, like (taken from Forbes, The Wrap and Paste Magazine).

Re-creation of Hogwarts Castle that is faithfully accurate from the novel series as envisaged where there are Albus Dumbledore's office and study room of Defence Against the Dark Arts. Completed with roller

coaster rides called Harry Potter and the Forbidden Journey that followed the Triwizard Tournament sensation which chasing dragons.

Approximately there are many shops selling Harry Potter merchandise like Ollivander's Shop which sold a wand owned by different 36 characters of Harry Potter. Inside, you can feel the sensation wand 'has chosen' owners with help of special effect indeed as described in the novel. Then, Honeydukes, the legendary wizarding candies store is selling the famous Chocolate Frogs. On the other shops, they even selling Hogwarts uniforms and Quidditch gears.

Since, established a partnership with Warner Bros, property of films are in The Wizarding World of "Harry Potter". Everything was left scattered in several places such as Arthur Weasley's car that was used by Harry and Ron in the second film and Cho Cang's Yule Ball gown seen in fourth film. Re-creation of Hogwarts Express train and the famous 9¾ platform, an entrance into the world of magic at King's cross station in London, incorporating familiar scenery as mentioned in the book.

The alternative you-can-go-anywhere way, Diagon Alley which connected to Gringott's, a bank run by goblins. Restaurant used the name as in the novel with menus similar written in the novel such as the three broomsticks/the leaky cauldron and one of the drinks menu is Butterbeer, the most famous non-alcoholic drink from novel and using the recipe as described in book. Harry, Ron and Hermione always drink Butterbeer after class. Considering all activities carried by universal studios, the researcher's safe to say knowledge preservation of the fictional world of Harry Potter is deposited into themed attractions/rides combined with recreation and actualization process expected to continue, for example building a new area or expanding certain areas. For J.K. Rowling and universal studios, this preservation style is also able to be seen as reaffirm, same time preserving legacy of knowledge of the fictional world of Harry Potter to future generations when J.K. Rowling has died or will not resume writing Harry Potter world.

Transferring knowledge and how to preserve knowledge in Harry Potter: The Wizarding World of "Harry Potter" was built aimed at creating a clear manifestation of the fictional world of Harry Potter so many people will have firsthand experience and knowledge of this novel series when perceives for how to be in this world and any family or anyone is able to feel immersing into a world that is imagined when spending a lot of time reading Harry Potter novels as stated by Scott Trowbridge, The Wizarding World of "Harry Potter" themed attractions designer and Beatrice Verhoeven reported by each of the USA Today and the Wrap.

The above statements if they are linked to SECI Model, refers to the transfer of tacit knowledge into explicit knowledge that goes into realm of externalization. Nonaka and Teece (2011) and Dalkir (2011) explaining that the externalization is a process of giving shape; visible or tangible for tacit knowledge and convert it into explicit knowledge by taking the form of metaphors, analogies, concepts, hypotheses and models. Tacit knowledge stored in reader's mind while imagining a fictional world of Harry Potter novel, become explicit knowledge by universal studios, turning it into the concept of themed attractions based on J.K. Rowling books and reader's imagination. The range of explicit knowledge extends, not just readers who know the meaning behind each themed attractions/rides, e.g., general public, the non-follower of novel Harry Potter series; all of them come to know the intricacies behind knowledge of fictional world of Harry Potter, because knowledge of Harry Potter has become real and tangible and so being easily transferred to them.

In disaggregation from J.K. Rowling and universal studios side specifically at the The Wizarding World of "Harry Potter"'s conception, seen through the eyes of SECI Model, become the process of socialization. Socialization is transferring tacit knowledge to tacit knowledge, knowledge sharing by means face-to-face interaction especially which leads to mutual understanding through brainstorming, mentoring program and so on (Dalkir, 2011).

Taken from People web, J.K. Rowling presence had been integral in the creation of The Wizarding World of "Harry Potter", not only her consent necessarily for the display but also feel of the land and for the taste viewed as true embodiment of Harry Potter's world to real world.

Alan Gilmore, Art Director for themed attractions including for the movies once said that J.K. Rowling's input had been direct and continual, for instance she wanted the 100 "moving" pictures in the hallway of Hogwarts and she knew had to be like. Gilmore said he had been succeeded down to the last detail in meeting her conditions and in the process had been achieved a new level of realism and authenticity and he also said J.K. Rowling had a very clear vision of her world in order to be brought to real world. From all explanations, reflected sharing knowledge of the fictional world of Harry Potter possessed by J.K. Rowling (tacit knowledge) to universal studios through face-to-face interaction (tacit knowledge), this interaction involves brainstorming then J.K. Rowling gives directions or "mentoring" to determine ideas of themed attractions/rides and decision implementation until arrive at common understanding of the fictional world of Harry Potter on both sides in order to implement them into The Wizarding World of "Harry

Potter". Universal studios in which appropriate with the explanation put forward by Nonaka and Takeuchi on conversion knowledge through the process of socialization.

CONCLUSION

Harry Potter is the most famous novel, written by J.K. Rowling. It has been translated into many languages and has always received achievement of the best-selling product of young adult literature. The fundamental factors that make this series sold in the market is J.K. Rowling able to pack well her creativity in fictional world and also be seen from the way she writes and poured diverse knowledge, shaping what the world is Harry Potter, plus the mystical nature of the novel is very interesting and adding interest to continue open the next sheet. But of all the factors that have been outlined, the most interesting factor that makes the reader attracted to this novel is the character's behaviors which can be seen in real life, creating sympathy towards them. Harry Potter become one of popular culture because of huge fan base and loved just about everywhere. As a result, it was translated into several languages and become popular even further.

There were ideas to preserve the existing knowledge in the phenomenal fictional world of Harry Potter. One of them is building themed attractions/rides. J.K. Rowling supported by universal studios finally succeeded in realizing Harry Potter-themed attractions called The Wizarding World of "Harry Potter" in the area of Universal studios in some countries. They do the screening of iconic things any of the Harry Potter perceived can be displayed and stored in the form of attractions/rides which are built based on all the knowledge and information in the novel.

Actualization process exemplified as establishing new areas or expanding the existing area which may be run continuously.

To preserve the knowledge/information fictional world of Harry Potter well, a transfer of knowledge was performed in which the views of the SECI Model only two critical processes that externalization and socialization. Externalization side can be seen as tacit knowledge (especially the imagination of the reader) into real form with the establishment of themed attractions/rides is founded precisely in writing the novel (explicit knowledge). Explicit knowledge is a big advantage that hook the general public parties such as non-readers who may be going back to preserve the knowledge of the fictional world of Harry Potter for the long

term. Socialization side visible from conception process themed attractions/rides: The Wizarding World of "Harry Potter" itself. J.K. Rowling role, a tacit knowledge holder because Harry Potter is born of hers and then distribute them to universal studios through face to face interaction such as brainstorming, mentoring when determining ideas the attractions/rides that led to the equation the two sides on the fictional world of Harry Potter is saved from its creator. Knowledge preservation style J.K. Rowling did for her work that is Harry Potter, unlike any other, unique, when viewed in terms of the library and archives. But so far with the construction of an attraction fairground, knowledge preservation activities and transfer of knowledge there is still effective because it invites people to continue to enter into attractions especially the added value is built based on the famous novel and is worldwide. Perhaps this could be replicated as incorporating elements of recreation. Usually when recreational elements involved plus try-to activities and in a relaxed state, the knowledge cannot easily be forgotten and becomes an experience to remember and hold. Unfortunately, to imitate it requires no small cost and the work of a fictitious person to be created for the attractions/rides really a great work that must meet certain conditions, sold worldwide first, creates distinct and huge phenomenon, received well from a variety of ages and social circles, inspiring, through the layer of culture in each country. Then, after attractions/rides are made, get ready to face a challenge such as eviction, generally related to contracts for the lease of land or the termination of the contract or be demolished because too old to stay in there. It can all be causes of the loss of a piece of knowledge that is already stored in the form buildings and attractions/rides. Nonetheless, in terms of J.K. Rowling herself, to preserve the legacy of knowledge of the fictional world of Harry Potter to many generations in this way is a step to reassert herself one of the greatest legacy of all time if her time is come and no longer do major writing that discusses Harry Potter. And in terms of her unique preservation style, being reasonable to consider its use for other type of fictional literature work's knowledge management process. All the body of work of the paper support a different and valuable new view for knowledge preservation.

RECOMMENDATIONS

J.K. Rowling must always be directly involved in all matters related to The Wizarding World of "Harry Potter" as the main supervisor so that the knowledge derived from there is still original. If universal studios is to build

rides/attractions of the famous fictional story like Harry Potter, at least the design should not too far from the reader's imaginations or based on the writing of the novel.

Continue treated and added cutting-edge technology will increase the number of visitors and renewal of knowledge will continue to be preserved and will not impede the transfer of knowledge. Preservation conducted by J.K. Rowling on her novel is costly and is not commonly done, if the library is about to adopt what is done by her, they should consider this: the work of a fictitious person should be sold worldwide and able to penetrate the layers of culture and audience of each country. Also, perhaps be a threat after it was completed as the threat of termination of the contract and are considered probably old to continue standing there. Thus, maintaining common ways of preservation by the library is enough.

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