

Intan Pariwara

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Intan Pariwara

Intan Pariwara — The Textbook That Never Goes Out of Date

One of Indonesia's largest education publishers has quietly turned its printed textbook catalogue into a living digital library — and the scan data shows what a “phygital” book looks like at national scale.

AT A GLANCE

Industry	Education publishing
Country	Indonesia
Platform since	2022
QR codes created	~19,300 across five production-unit accounts (Dynamic URL-dominant)
2025 scans	~3,997,000 across full-year 2025 (365 active days); peak August (~816,000); 363,608 in January
Primary use case	Printed textbook → digital content bridge
Content type mix	Overwhelmingly Dynamic URL codes; ~98% routed to a single publisher-owned domain

The context

PT Intan Pariwara, founded in Klaten, Central Java in 1978, is one of Indonesia's largest educational publishers. Its catalogue runs from early-childhood (PAUD) titles through senior secondary, and the company now describes itself as an “integrated education ecosystem”: printed books, the Jelajah Ilmu learning platform, the Smart Book interactive textbook line, teaching aids, and a logistics operation that reaches schools across the archipelago.

The company's public product pages make the strategy explicit. Its PAUD books are “equipped with QR-code learning videos containing songs, dance, creativity demonstrations, stories, interactive games and general knowledge”; its Buku Interaktif line for the Kurikulum Merdeka national curriculum is built around “a digital touch in the form of interactive multimedia”. The QR code is not an add-on to Intan Pariwara's books — it's part of the product specification.

Indonesia is fertile ground for this model. It's the world's fourth-most-populous country, smartphone-first in its internet usage, and ranks tenth in QRStuff's 30-day global scan census (2.6% of all geolocated scans). The national Kurikulum Merdeka reforms have pushed publishers to compete on digital depth, not just print quality — and a printed page with a scannable bridge to video, quizzes, and updatable content is the most direct way to deliver it.

The QR strategy

Platform data shows five accounts operated since 2022, registered under the publisher's production units — one per editorial division (languages, sciences, social studies, civics and religious education, and a central production unit) — with a combined code estate of roughly 19,300 codes, almost entirely Dynamic URL codes. What stands out is the governance: roughly 98% of codes route to a single publisher-owned domain, the digital depository at depo.intanOnline.com. The remainder points to a curated set of learning destinations at the category level — YouTube for video, Wordwall and Quizizz for gamified practice, Scratch for creative coding, Google Drive for documents, and the Indonesian Ministry of Education's own portal for curriculum references.

This single-domain concentration is the signature of a centrally governed programme rather than ad-hoc, teacher-created codes. One editorial team, one destination standard, one updatable hub. When content is revised between school years, the code on the printed page keeps working. The book is reprinted on the publisher's schedule; the content behind it is updated on the curriculum's.

The choice of dynamic codes is what makes this durable. A static code printed in a 2022 textbook would point forever at whatever URL existed in 2022. A dynamic code lets the publisher re-point thousands of in-field codes without touching a single printed page — the property a multi-year textbook programme needs.

The numbers

Nearly four million scans in 2025 from a ~19,000-code estate. Even the platform's quietest month — January — recorded roughly 364,000 scans across the publisher's five production-unit accounts, consistent with daily classroom-led usage through the second semester of the Indonesian school year.

- **Scale within the platform:** in Q1 2025, QRStuff's top 10 accounts generated 23.7% of all scans across 12,751 active clients. The programme's largest single account sits inside that top 10 — and the five accounts combined make this a national textbook programme operating at the same volume tier as the platform's largest enterprise deployments.
- **Against the benchmark:** the median ever-scanned Dynamic URL code earns 7 scans in its first year (platform benchmark, registered-account cohort, 2024 H1). Sustaining nearly four million scans across a year from a ~19,000-code estate implies per-code performance far above the top decile (98+ first-year scans), even averaged across the whole estate.
- **Longevity context:** the platform half-life of a dynamic code created by a registered user in 2024 is 13 months. A textbook code's working life is pegged to the school year and multi-year print runs — codes created by registered users last longer (a selection effect: committed, governed

programmes choose dynamic codes and keep them alive).

- **Seasonality signal:** education-driven scanning tracks the school calendar. The year peaks in August (~816,000 scans) as the new Indonesian academic year — which begins in July — gets fully under way, with a strong January–February shoulder at the start of the second semester. The deepest troughs land exactly on the holidays: June (year-end break, ~66,000) and December (~95,000). That calendar-shaped pattern confirms genuine classroom adoption rather than campaign spikes.

What this tells the industry

The lesson for publishers — and for any business whose product is printed — is that the QR code has graduated from marketing gimmick to product infrastructure. Intan Pariwara's data profile shows what that looks like: not thousands of scattered campaign codes, but a governed estate with a single destination standard, central repointing, and engagement measured in the hundreds of thousands of scans per month, year after year.

For a CMO, the sharper insight is about content-gated physical media. When digital content is reachable only through the physical product, the product itself becomes the distribution channel — and every page becomes a measurable touchpoint. The scan log is, in effect, a real-time readout of which books are open on which desks. Few publishers anywhere have that.

PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"A printed book used to be finished the day it left the press. With dynamic QR codes, our books are never finished — every page is a doorway to content we can keep improving long after the ink has dried."

— [Title], PT Intan Pariwara

Looking ahead

Indonesia's curriculum reforms keep raising the bar for digital depth, and the next phase of this model is personalisation: the same printed page resolving to different content by class level, language, or term. Dynamic QR estates make that routing decision a server-side choice rather than a print decision. As AI-assisted content generation lowers the cost of producing per-chapter video and assessment, the constraint shifts entirely to the bridge between paper and screen — the layer this programme has already built.

Platform figures are QRStuff internal measurements (scans: full-year 2025 window across the publisher's five production-unit accounts, verified against the platform database; benchmarks: registered-account cohort, dynamic codes created 2024 H1). Company background is from public sources (intanpariwara.com, intanpariwaraedukasi.com, jelajahilmu.com). Classroom reach and business outcomes are not measured by QRStuff and would require customer confirmation. Destination reporting is at domain/category level only.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Intan Pariwara** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

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Questions? Contact Declan at declan@qrstuff.com. We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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