PHOTOBOOK DESIGN FOR TRADITIONAL THAILAND FOOD

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ABSTRACT

Photobook is a book or album that contains photos and can be arranged first and then printed in the form of a book. In the Design of Thai Traditional Food photobook which contains a variety of traditional Thai foods that have unique characteristics. The purpose of this study is to introduce traditional Thai food so that people know more about traditional Thai food. The author uses this research method through the stages of the research flow, namely planning, data collection, design and results. In this design the application used is Adobe Photoshop CC 2018. At the data collection stage using interview and observation activities. The results of the design of a traditional food photobook containing Thai food and several locations that have taken photos. The results of the photobook that has been designed with simple design simplicity by using a simple and attractive layout that will be displayed in a slow lifestyle style. The color grading that the author uses is the Adobe Lightroom 5.3 Software application to explain and check colors. the result is the print stage which is printed with a size of 20 x 20 cm. With this photobook, it is hoped that it will provide more information about traditional Thai food for the community.

Keywords: Photobook, Traditional Thailand Food, Adobe Photoshop CC 2018.

INTRODUCTION

Traditional food or local food is one of the identities of a community group that is very easy to find and easy to recognize. Each region in Indonesia will have their own kinds of culinary that become their characteristic or become a identity of each area. The typical local food of the regions in Indonesia has existed for a long time and still survives nowadays so it is highly valued as a cultural heritage (Purwaning Tyas, 2017). Thailand has various characteristics of unique traditional foods in Southeast Asia. Although known as Thai Cuisine, but in Thailand itself has four types of regional cuisine originated from Northern Thailand, Northeast Thailand, Central Thailand and Southern Thailand. Each of these areas is influenced by Chinese cuisine and the cuisine of neighboring countries (Hanifah, 2018). Traditional Thai food is one of the most unique cuisines in Southeast Asia. Thai cuisine is influenced by several cultures which makes Thai cuisine become more unique. Hot and spicy food are ones of the characteristics of Thai cuisine because they use fresh chilies in every dish. The purpose of Thai cuisine is to combine various of flavors into each dish (Zulfikar, 2019). One of the specialties of Thai cuisine is called as Siam which is a place of commerce between east-west and part of various shipping routes. This means cuisine, culture, and religion affected by Arab and Persian elements (Putra & Adelia, 2019).

Food Photography is one of the branches from the art of photography that aims to capture all kinds of food which are arranged in such a way that the delicious food can be depicted through photos (Kurniawansyah, 2020). Food photography is included in still life photography. Photos of food began to appear in the early 19th century in the form of still life generation that focus on photo realism by paying attention to the composition and the lighting effects. Still life photography that was first made was a table that arranged in such a way for the food which put on the table is arranged by Nicephore Niepce in 1827 (Safitri, 2019).

Photobook is a book/album that contains photos and can be arranged first and then printed in the form of a book. The photos are related to one theme according to the title. The themes that are generally used as photobooks are wedding, graduation, baby born, birthday, pre-wedding and advertisements. Photobooks are usually used to keep the memories; you can even make each page as a story in a photo. Photobooks as printing media are very appropriate to provide the information to the public and through a collection of photos, reader can obtain the information that easily to understand (Ridho, 2019). From the results of the data and problem analyzation that has been carried out by (Garut et al., 2019), the existence of this photography book can provide information easier to understand in a photobook. Art of photobook is an ancient method used since 1928 by Albert Renger-Patzsch who released a photo album about De Welt ist Schon. Thailand is well-known as a city that presents a variety of culinary delights to the

public community. Almost every culinary in Thailand can be accepted and liked by the public. Not only that, but Thailand is also recognized as a unique and interesting culinary diversity. With the design of the photobook that the author did because public is not familiar with the food in Thailand because Thai food is the most unique and interesting in Southeast Asia, therefore the purpose of the author designed the photobook is let the outsiders can be more familiar with traditional food in Thailand. With that, the author provides a novelty in the form of getting to know traditional Thai food through a photobook so they can easily to get information through photos and will be designed to be read by Indonesian.

Based on this research, it motivates the author to design a photobook that contained unique traditional Thai food, so the author did this research so that the public would know more about traditional food. Therefore, the author wants to do research entitled "Photobook Design for Traditional Thailand Food".

PROPOSED INNOVATION

The research entitled "Photobook Design for Traditional Thailand Food" is based on several researches that have been carried out previously as follows:

The previous research which was done by Kamadjaya Tamrin et al., (2018), tells us about the applied research that designed a book about traditional South Korean food with a photographic approach. The purpose of this research is to let the public know about this traditional South Korean cuisine. This research was done with a qualitative descriptive method by collecting data through interviews by asking questions to the public and observing the whole to get information. The technique in designing the photo book for shooting is the still life photography technique to make it look more alive in photographing objects. The concept of the book used is a slow lifestyle.

This research was carried out by Halimsaputra et al., (2019), tells us about the applied research that designed a photobook about the coastal and culinary culture of Cirebon which tells about the history and culture in Cirebon. The purpose of this research is to provide information and insight about Cirebon to the public. This research was conducted by data analysis method using 5W+1H because it helps us to determine the information needed in this design. The editing technique in this design is to correct colors using Adobe Lightroom and use Adobe Photoshop to carry out the editing process.

This research which was carried out Limandjaja et al., (2020), tells us about the applied research that designed a photographic essay book about the old village of Maspati that tells about the history or culture of the old village of Maspati in East Java, Surabaya. The purpose of this research is to create interest in visiting and learning about the history of the city in Surabaya for the younger generation. This research was conducted by doing interviews with the head of the RW of the village and the local residents and data analysis methods using 5W+1H to get data through informants. This type of photo shoots using establishing shot, detail shot, interaction shot, climax, and closer/clicker to produce a photo essay book

The research which was conducted by Tendean et al., (2019), tells us about the applied research that designed a Kendari Werk silver craft photography essay book which tells about the history and silver craft. The purpose of this research is to introduce or provide useful information to silver craft enthusiasts. This research was conducted using qualitative descriptive analysis method through interviews using 5W+1H analysis to analyze the silver craft. In this research, the type of book used is the simplicity style, which is a simple design style and does not use a lot of ornamentation. The design of this book uses a printing technique by using Matt Paper for the book contents section and the cover will use the hard cover technique.

The research, which was carried out by Marsudi, (2020), tells us about the applied research that designs a photobook about natural tourist attractions in Surabaya. The purpose of this research is to provide information about natural tourist attractions in the city of Surabaya, so this research selected the design of a photobook as a medium of information to convey knowledge of natural tourist attractions in the city of Surabaya. This research was conducted with qualitative methods with data collection through interviews by collecting information related to nature tourism in Surabaya, this study also used direct observations on tourist attractions in Surabaya and carried out documentation as evidence relating to places in the form of photographs taken which are related in this design. The technical result from this design used landscape photography as the theme in this design. The application used in this research is Adobe Lightroom software to edit the photos or correcting colors from the photos.

Based on these researches, the author will conduct a research about the design of photobooks by using design techniques as carried out by (Kamadjaya Tamrin et al., 2018), and (Limandjaja et al., 2020). The authors will use the theme of designs like the research which is done by (Marsudi & Airlangga, 2020). The author also will use technique of printing media just like the research which is conducted by (Tendean et al., 2019). As well as the author also will use the tools or software

just like Adobe Lightroom and Adobe Photoshop which is conducted in the research by (Halimsaputra et al., 2019). Thus, we get a conclusion as the main basis in starting the design to design a photobook.

METHODS
Research Flow

In this research through 4 stages of activities, they are planning, data collection, design and results. The stages in application the design is described as shown in the Picture 1 below:
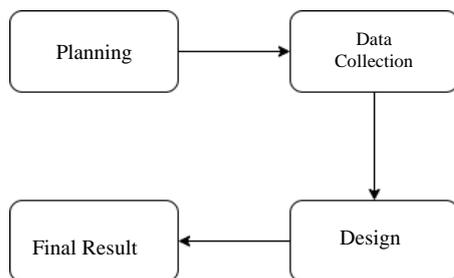

Figure 1. Research Flow
Source: (Sama & Kevin, 2021)

a. Planning Stage

At this planning stage, it aims to get a plan for the design of a photobook that will be made. This planning stage is very important to do for the process of designing the photobook that will be designed later. The results of this planning stage contain the form of determining taking pictures, design styles, layouts and paper and sizes that will be used in the photobook.

b. Data Collection Stage

In the data collection stage using qualitative research, in this data collection activity includes interviews and observations. The data needed is about the design of a photobook that is customized for the target of client and about traditional Thai food to support the design later.

c. Design Stage

In the design stage of the photobook, the design will be carried out by combining all the results of data collection. The photobook will be designed according to predetermined design concept before.

d. Final Result

At this last stage, the results of the photobook design process will seek the approval from the preceptor lecturer and will be validated by culinary lovers by distributing a questionnaire from google form. After going through the validation, it then will be processed with printing.

APPLICATION INSTRUMENT DESIGN

In this design, the image editing process uses Adobe Photoshop CC 2018 software, and uses Adobe Lightroom 5.3.

The tools that will be used for this design of photobook as for shooting using the iPhone 11 with the following specifications: 12 MP, f/1.8, 26mm (wide), 1/2.55", 1.4µm, dual pixel PDAF, OIS 12 MP, f/2.4, 120˚, 13mm (ultrawide), 1/3.6". The tool that will used for supporting this design of photobook is a laptop with the following specifications: Processor Intel® Core™ i5-8250H CPU @1.60GHz (8 CPUs), Windows 10 Home 64-bit (10.0, Build 18363), Device NVIDIA GeForce 930MX. SSD 512 GB, HDD 1 TB, RAM 4 GB.

METHOD OF COLLECTING DATA
Observation Stage

Observation is a research activity in the context of collecting data related to research problems through a process of direct observation in the field. Research is the place where we can get valid evidence in the report that will be submitted. In doing the observations, the author directly interacts with the people of Thailand through social media and using a smartphone for the process of taking pictures.

Interview Stage

This interview stage is research for exploring data, information and framework of description from subjects of the research. The purpose of the interview is to collect data that related to traditional Thai food. In the interview stage, the author interviewed several people of Thailand about traditional Thai food. Therefore, the author also interviewed several culinary lovers regarding the design of the photobook that will be designed later.

DESIGN METHOD

This design stage is the most important stage in designing this photobook. An important stage in this design stage is the image or information that will be presented in the photobook. The following is the model of design stage that will be shown in Figure 2 below:

Figure 2. Process Stages from Design until Finalization

In the process stages above, the process of designing the photobook until it is finalized is described in the following stages:

a. Design

In the design stage, it will use a simplicity design, in a simplicity design style which is simple

and doesn't use too much ornamentation and it's easy to read and understand the content that will be conveyed by the author.

b. Layout

In this stage, we will use a simple and attractive layout, the layout of images and text can be displayed in a slow lifestyle. Besides that, the layout will be adjusted to the results of the design that will be designed later

c. Color grading

In the color grading stage for the photobook, we will use colors that are inclined and bright by using the tools or software of Adobe Lightroom 5.3 for the color checking process. In the color grading process, it will adjust to the photo taking and the characteristics of the traditional food itself.

d. Printing

In this last stage, for the printing, the design of the photobook will use matt paper on the page of the book, while the cover of the photobook uses a hard cover with the size of 20 x 20 cm.

RESULT AND DISCUSSION
Planning Stage

In the planning stage, the author will determine the concept or idea of the photobook to be designed. The concept that the author wants from the photobook starts from the design style, layout, color grading as well as the paper and size which will be used in the photobook. So the author is looking for some references as the author's photobook design that will be designed later. The photobook that will be designed is traditional Thai food, so the author uses a simple and attractive design and striking color grading in order to bring out attractive images. This photobook is designed to make people more familiar with traditional Thai food.

Figure 3. Reference of Design Style
(Source: Uprint.id)

Figure 4. Reference of color grading
(Source: Twolovestudio.com)

Data Collection Stage

In the data collection stage, the author did some interviews with several people from Thailand about traditional Thai food. With that the author interviewed 2 people in Thailand named Ms. Chularat Koh and Ms. Siriphorn Muangma about traditional foods that are still easy to find out by the public and unique. So the author noted 20 popular traditional foods from Thailand.

Table 2. Survey Result for Traditional Thailand Food

No.	Traditional Thailand Food
1	ยำวุ้นเส้นทะเล Seafood Glass Noodle Salad
2	ก๋วยเตี๋ยวเรือ Thai Boat Noodle
3	หมูกระทะ Thai Barbecue Buffet
4	ขนมจีนน้ำเงี้ยว Rice Vermicelli with Northern Thai Pork Curry
5	ส้มตำทอด Fried Papaya Salad
6	วคลุกกะปิ Shrimp Paste Fried Rice
7	ข้าวผัดพริกเผากุ้ง Spicy Fried Rice with Prawn
8	ข้าวซอย Khao Soi
9	กุ้งแช่น้ำปลา Shrimp in Fish Sauce
10	ส้มตำ Green Papaya Salad
11	แกงส้มไข่ปลาริวกิว Yellow spicy giant catfish soup
12	ผัดไท Pad Thai
13	ก๋วยเตี๋ยวเย็นตาโฟต้มยำ Spicy lemongrass pink seafood flat noodles
14	ต้มข่าไก่ Thai Chicken Coconut Soup
15	น้ำพริกอ่อง Spicy Northern Thai Pork and Tomato
16	กระเพราไก่ไข่ดาว Chicken with Basil and Fried Egg
17	ขนมจีนน้ำยาปู Crabmeat Curry with

	Fermented Rice Noodle
18	ข้าวเหนียวหมูปิ้ง Grilled pork with sticky rice
19	แกงเขียวหวาน Thai Green Curry
20	ข้าวเหนียวมะม่วง Mango Sticky Rice

After that, the author also interviewed several culinary lovers about the design of the photobook that will be designed later. The author gets several references by culinary lovers in designing a photobook. The references will be described by the author in the form of a table below:

Table 3. Survey Result about Photobook design

No.	Name	Interview Result
1	Liana Novita	A unique and interesting concept for readers to know and explore more love for the culinary world. In terms of simple design, it makes it easier for readers to understand the information presented.
2	Hernalisa	The concept in traditional Thai food which is easy to find and unique. In terms of simple design and not many ornaments for easy in reading and understanding the food, the color grading of food is striking to get an interesting picture.
3	Richart	The concept of the photobook that will be designed like the presence of various kinds of pictures and names of various traditional Thai foods, as well as the appearance which looks brighter, fresher and pleasing to see. With a neater, clean, and orderly design as well as the lighter background in order to make it look more attractive.

The conclusion from the table is about the concept which will be designed is traditional Thai food that is easy to find and unique which can deliver the attractiveness for readers about deepening their love in the culinary world. In terms of design, it also uses a simple layout and design and does not contain many ornaments so that it is easy to read and understand the traditional food which will be designed and neat and clean with a bright background color to make it look more attractive.

Observation which was made when doing the interviews have determined the place to take pictures. During doing the observation the author is directly with Ms. Chularat Koh and Ms. Siriphorn Muangma through video call when doing the process of shooting and taking pictures. From the results of observation, it obtained 207 photos that have been taken through taking pictures.

Figure 5. Process of Doing Observation

Design Stage

In the design stage, the author will follow the concept of the results of data collection, specifically using an attractive and simple concept, besides that the design and layout also uses a simple design to make it look neat and clean. Then the author makes a selection of photos that have been taken previously. The author chooses which images to be included in the color grading process and design process. After that the author verify the comparison of the results of the image and the color of the image.

After selecting the images which have been chosen before, they will be entered into the Adobe Photoshop CC 2018 application to redesign the image size and provide the resolution given by the image. After doing the design, the author will use a simple and attractive layout. The layout is displayed in a slow lifestyle style so that it is easy to read and understand the content that will be conveyed by the author.

Figure 6. Design Image using Application of Adobe Photoshop CC 2018

In the design the author uses the Adobe Photoshop CC 2018 application as the design stage, the Adobe Photoshop CC 2018 application will help the author check the size of the image, the

resolution given by the image.

Figure 7. Layout Reference

The author uses Figure 7 as a layout reference. From the results of data collection, the author will make different layouts and do not have many ornaments so that they are easy to read by readers.

Figure 8. First Layout Setting Process

In Figure 8, the author displays a layout using one photo design on one page. From these pages have pictures of locations and food along with the names of the food.

Figure 9. Second Layout Setting Process

In Figure 9, the author uses the same layout as Figure 8, in this layout, it displays large images, and the layout uses landscape to make it look cleaner and simple.

Figure 10. Third Layout Setting Process

In Figure 10, the author uses three images to make two pages of the two images are the names of the same food. So the author puts it in a different layout from other layouts to make it look more attractive.

After done with the layout, the author also includes an image that has been designed into the Adobe Lightroom 5.3 application, doing color grading for the process of checking colors and adjusting colors. The purpose of doing color grading is for the color correction process on the images that we have selected in order to get interesting images. After giving color grading, the author will insert back the images that have been determined by the previous layout.

Figure 11. Color Grading of Images using Adobe Lightroom 5.3

In Color Grading the author uses Adobe Lightroom to check the color and explain the color needed for each food. The author uses the Exposure effect, Contrast and others to make the food look more attractive.

Final Result

In the final result stage, the author will ask the preceptor lecturer to evaluate and ensure there are no changes anymore before doing a survey using a questionnaire of google form. The author gets the results of a validation survey from 30 respondents, and this obtain the results in the following data:

Table 3. Photobook Validation from Survey Result

Photobook Validation Survey Results
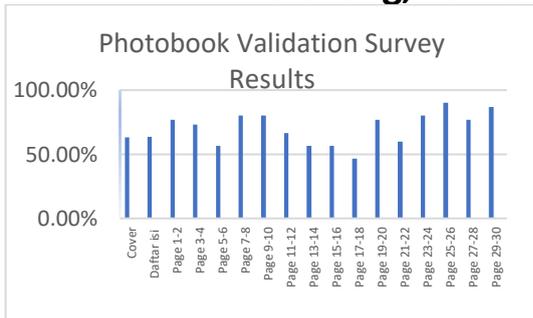
From the table of survey results that have been shown that evenly the votes are very good as 79.34%. Then the author also asked some questions in the google form such as from the photobook above, do you have any new information about traditional Thai food? From the results of 30 respondents 100% Yes 0% No. Then the author asked for suggestions and advice from the respondents of the author's photobook and the results of 30 respondents are 19 respondents are not available, 4 respondents said very good, 1 respondent said creative, 1 respondent said it can improve even more, 1 respondent said the way of taking photos is very good and very interesting, 1 respondent said as for the cover and the contents of the cover can be added with decorations or other things because there is still a lot of empty space.

After that, the result of the photobook design that has been approved or valid from the culinary lover will carry out the printing process with a size of 20cm x 20cm.
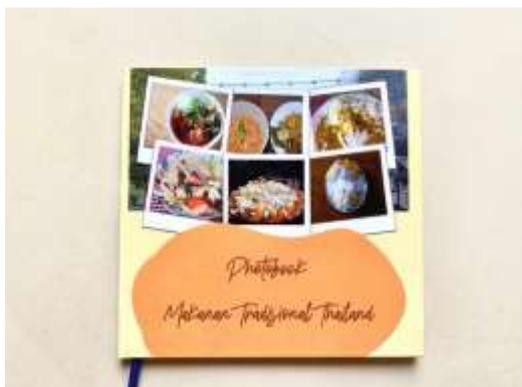

Figure 12. Result of Photobook Cover

Figure 13. Result of List of Contents from Photobook

Figure 14. Result of page 29 and 30 from Photobook

From Figure 12, Figure 13 and Figure 14 above are the results of the photobook that the author has designed, with the result of the cover photo the author uses soft yellow, orange, brown colors as the main colors in the Photobook of Traditional Thailand food.

LIMITATIONS

In this research that has been done, it is hoped that in the future can be build a website about traditional Thailand food to expand through the media of internet. This photobook is expected to be updated according to the times. The author also has many shortcomings in the design of this photobook, therefore by taking pictures, you can use more professional shooting tools.

CONCLUSION

To introduce traditional Thai food, it is necessary to design a photobook as a medium that provides novelty for traditional Thai food. This photobook was created due to the lack of information about these traditional foods. Therefore, the author concludes several conclusions below:

1. With the design of this photobook, people can get to know more about traditional Thai food better and will know the novelty of traditional Thai food.
2. With the concept of designing this photobook, it is simple and attractive, it is hoped that readers will get information easily and understand it.

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