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PHOTOBOOK DESIGN ABOUT FOODCOURT IN BATAM CITY

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ABSTRACT

Batam City is one of the cities that has become a tourist destination for local residents and foreign tourists. As the largest city in the Riau island, Batam City has a wide variety of foods from various regions. One of the uniqueness of Batam city is the foodcourt which provides many food stands, from breakfast to dinner all available at the foodcourt. The amount of food available in the food court in Batam city makes it difficult for the writer to decide what to eat for this photobook. Photobooks are print media that contain photos and are arranged in the form of a book. Photobooks can be used as a medium to convey messages about information on the topic to be discussed. The purpose of this research is to introduce and promote food and also the foodcourt in Batam City. The data collection technique used was interview and location observation at the foodcourt. The application used by the author to design the photobook is Adobe Photoshop CC 2017 and the final result in this research is a photobook containing food, food stands, and a food court. The results of the photobook will be printed with a size of 20 x 20cm. The results of the photobook will be printed with a size of 20 x 20cm. With this photobook, it is hoped that the foodcourt will be more attractive to potential buyers, both local residents and foreign tourists, and add insight to the existing foodcourts in Batam City, according to the results of the Research & Development analysis that has been carried out.

Keywords: *Batam City, Adobe Photoshop CC 2017, Photobook, Foodcourt.*

INTRODUCTION

Photography is an activity of taking pictures and making pictures worth a thousand words and is effective media in expressing the photographer's messages, impressions, and thoughts. A fairly popular tool for capturing this object is the camera. The working principle of the camera is almost the same as the human eye. Photography has now developed into a lifestyle due to the emergence of the digital era and the development of social media. Photography is an effective medium of expression in expressing the thoughts, emotions, and feelings of a photographer (Limandjaja et al., 2018). Technological advances also trigger the rapid development of photography in which photographic results can be applied to print media or digital media. Results from print media are usually applied to magazines, newspapers, photo books, and so on. However, the results of digital media are more widely used because of technological developments that can make it easier to distribute photographic works quickly and easily.

The word still in the terms of still life photography means in place while life means life, and still life photography is photographing inanimate objects to make them appear more alive and speak. Not only moving objects into an image

but more meaningful by getting more meaningful photos.

Photobook design is the right media as a food reference for the target audience of local community and tourists from outside Batam City such as Singapore and Malaysia who wants to try new things and it highlights pictures instead of full of writing to make readers interested and get to know the food court in Batam City (Satrio et al., 2019).

In general, culinary is an activity related to cooking or cooking activities. Culinary can also be interpreted as a processed product in the form of side dishes, snacks, and drinks. Culinary is inseparable from cooking activities which are closely related to daily food consumption. Culinary can be an economic driver for the community (Khan et al., 2019). The food court is one area usually located within a building or some tenants provide various kinds of food and drinks through self-service to order food (Naconha, 2021). The food court is designed in a strategic place completed with facilities, good management, physical form, attractive buildings, and attractions to visit (Tiarno et al., 2021). In this place, customers can also buy and enjoy food variety of food. Customers can enjoy the food they ordered at the venue with an indoor or

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outdoor atmosphere. Usually, the manager provides additional entertainment for live music. The food court will also function as a place to hold some small celebrations, as well as a place to gather and relax after activities (Luthfiyya, 2019). Each city must have a variety of culinary that with its own characteristics. Furthermore, culinary can represent the city. Batam City which is located in Riau Islands has a variety of unique and affordable culinary tours. The food court in this city is visited by many local communities and tourists, especially during lunch hours and at night. At night, some food court vendors provide very tasty and affordable seafood.

Based on the explanation above, the author designed a final project entitled "Photobook Design about Foodcourt in Batam City". It is expected that the photobook can be used as an alternative solution for tourists and the local community to be more familiar with the food court in Batam City.

PROPOSED INNOVATION

This research entitled "Photobook Design about Foodcourt in Batam City" is based on some previous studies such as:

A study by Sama, (2021), an applied research designed website rebranding of tourist destinations of Batam City on Oma Tour & Travel. The data were collected by observation and interviews. The procedures covered some stages of planning, data collection, designing, and final results.

A study by Limandjaja et al., (2020), is an applied study that designed a photobook about Kampung Lawas Maspati. It aims to be media where readers and observers can find out the existence and situation in Kampung Lawas Maspati especially the historical side that is well maintained and interesting. It was conducted by interviewing the head of RW Kampung Maspati and the local community. The analysis used descriptive qualitative with a 5W+1H approach. The types of photos that are considered in designing this photobook are establishing shot, detail shot, interaction shot, climax, and closer/clicher.

Another study conducted by Kamadjaya Tamrin et al., (2018), is an applied study that designed a photobook on Traditional South Korean Food with a Photography Approach. It aims to introduce traditional South Korean cuisine to the public. It was conducted using a qualitative descriptive method by collecting data through interviews with an informant or authority or an authorized expert and observations to obtain information about the observed events. The

development of this photobook used still life photography techniques.

A study by Marsudi, (2020), is an applied study that designed a Photobook of Natural Tourist Attractions in Surabaya. It aims to introduce natural tourist attractions in Surabaya City to the public. It was conducted with qualitative methods, namely by conducting observations, interviews, documentation, and also validation. This photobook used landscape photography, macro photography, street photography, food photography, and night photography techniques.

Another study conducted by Effendy et al., (2020), is an applied study that designed Conceptual Photography Artworks about Save the Earth from Plastic. It aims to increase public awareness about the importance of reprocessing plastic waste in our environment. The data analysis used the 5W+1H method. The shooting techniques used eye level, high level, birds eye, and low level.

A study carried out by Satrio et al., (2019), is an applied study that designed the Photo Essay Book of Heritage Buildings in Pasuruan City. It aims to make the target audience easier to achieve reference because those who are still in school can get and view this photo essay book with the help of the Education Office which gives an appeal to all schools in Pasuruan City to teach about the history of this city. The photography techniques used in this design were a long shot, medium shot, close up, human eye angle, frog eye, and birds eye.

A study conducted by Tendean et al., (2019), is an applied study that designed an essay photography book about the silver craft of Kendari Werk which tells about the history and silver craft. This study aims to introduce or provide useful information to silver craft enthusiasts. It was conducted through interviews using 5W+1H analysis to analyze the silver craft. The developed book used the simplicity style, which is a simple design style with few ornamentations. This book is printed using Matt Paper for the content and hardcover.

Another study by Halimsaputra et al., (2019), is an applied study that designed a photobook about Cirebon's coastal culture and cuisine as well as the history of Cirebon. This study aims to provide information and insight about Cirebon to the public. It was conducted by data analysis method using 5W+1H to help determine the information needed in this design. The editing technique was used to correct colors using Adobe Lightroom and used Adobe Photoshop for the editing process.

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Based on these studies, the author will conduct research on photobook design using design and analysis techniques as carried out by (Sama, 2021). The author will use shooting techniques such as in research (Limandjaja et al., 2020), and (Kamadjaya Tamrin et al., 2018). The author will use the design theme as in the research conducted by (Marsudi, 2020). The author will also use shooting techniques such as in research (Effendy et al., 2020), and (Satrio et al., 2019). Print media techniques such as research that has been carried out by (Tendean et al., 2019). The author will also use software in the form of Adobe Photoshop and Adobe Lightroom as used by (Halimsaputra et al., 2019). Therefore, we get a conclusion as the main basis in starting the design to design a photobook.

METHODS

Research Flow

This research used the Research & Development (R&D) method with several stages of activities including planning, data collection, design and approval. The stages in implementing the design are presented in Figure 1 below:

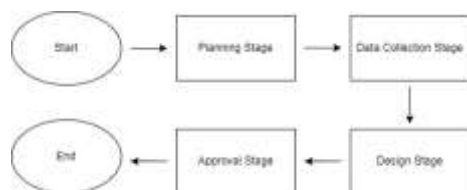


Figure 1. Research Flow

Source: (Sama, 2021)

Research & Development Stage

This study is a Research & Development; Research & Development is one of the research models used to produce certain products based on a problem (Apriansyah, 2020):

1. Developing Instruments
The first step in this research was done by interviewing the visitors of the food court.
2. Conducting Data Collection
In this step, the author collected data from conducting interviews with the visitors of the food court.
3. Performing Data Analysis
After collecting data, the author analyzed the data depending on the problem and the research design used.
4. Interpreting Data
In this step, the authors combined the data from the obtained results of data

analysis.

5. Creating Report

In this last step, the author made a report as a stepping stone for researchers in developing a model.

Planning Stage

At this stage, the photobook was designed, the design was done by combining all the collected data. The photobook was designed in such a way based on the planning. After completing the photobook design, it was validated by the supervisor.

Data Collection Stage

In the data collection stage, data needs to be obtained regarding the food court. Where data collection activities include interviewing resource persons, and location observations.

Design Stage

At this stage the design will be carried out on the Photobook, the design will be done by combining all the data that has been collected. The photobook will be designed in such a way based on the planning that has been done previously. After the Photobook design is complete, it will be validated by the supervisor.

Approval Stage

At this last stage, the author printed the Photobook that has been designed, revised, and evaluated by the supervisor so that it has been confirmed that there would not be any further changes.

Application Instrument Design

In carrying out this design process, the author used Adobe Photoshop CC 2017 software and Adobe Lightroom Mobile. Besides, for taking pictures, the author used the iPhone 12 Pro Max with specifications of 12 MP, f/2.4, 13mm, 120° (ultra wide), 12MP, f/1.6, 26mm (wide), 12MP, f/2.2, 65mm (telephoto).

The tool used to support the design of this photobook was a laptop (Aftershock brand) of Forge 15X mode with the following specifications of Processor Intel@CoreTM i7-108750H (8 cores), 16GB RAM, 512GB Samsung M.2 NVME, VGA NVIDIA Geforce RTX 2060 6GB GDDR6, and Operating System Windows 10 Home 64-bit and MacBook Air with the specifications of Processor 1.6Ghz Dual-Core Intel Core i5, 8GB RAM, Graphic Intel HD

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Graphic 6000 and Operating System macOS Monterey.

Design Method

In this photobook design stage, the images and information presented in the book were the most important part. Therefore, the Photobook was designed. The design model can be seen in Figure 2:



Figure 2. Process of Design Stages to Finalization

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

1. Design

At the design stage, the author used a simplicity design of simple and modern. Thus, it is easy to read and understand the content conveyed by the author.

2. Layout

The photobook used a minimalist and attractive layout. The layout of images and text was displayed in a slow lifestyle. Besides, the layout was made with Adobe Photoshop CC 2017 application. The layout arrangement is intended so that readers can read the book comfortably.

3. Color Grading

The color grading was adjusted to the photo taken and would be edited if the color of the photo was considered unattractive. It used Adobe Lightroom Mobile software.

4. Printing

At this last stage, the author printed the photobook using Matt paper for the content and used hard cover with a size of 20 × 20cm.

RESULT AND DISCUSSION

Research & Development Stage

At this stage, the author used the research & development method. The results of the interviews can be seen in the following table:

Table 1. Results of Interview

No	Nama	Umur	Asal Daerah	Kebutuhan tentang photobook foodcourt (Y/N)
1	Hannoo	21	Batavia	Y
2	Wizoo	21	Batavia	Y
3	Kevita	21	Batavia	Y
4	Waeli	21	Batavia	N
5	Wahira	22	Batavia	Y

Based on the results above, it can be concluded that 4 out of 5 respondents need this photobook to better recognize the food courts in Batam City. It shows that the respondent is relatively young with an average age range of 20-22 years. All of the

respondents are from Batam. Only one respondent stated that there is no need for a photobook. Thus, it can be said that most of the respondents agree to get a photobook of the food court to get information about the food court in Batam City.

Planning Stage

At this stage, the author arranged the concept and content of the photobook. The desired concept of the photobook is simple and attractive. The shooting technique used is different in each scene with a combination of shot type, camera angle, and camera movement. This photobook is designed to make people know more about the food court in Batam City.

Data Collection Stage

At the stage of data collection, the author collected the necessary data by interviewing the informants and observing the location of the food court.



Figure 3. The process of taking pictures

Design Stage

At this design stage, pictures taken in the previous stage were selected and then color grading was carried out before the editing process. The pictures were edited using Adobe Lightroom Mobile software. The editing stage was carried out with the Adobe Photoshop CC 2017 application with a size of 20 x 20 cm.

Figure 4. The process of editing pictures



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Approval Stage

At this approval stage, the author asked for the supervisor's approval before printing the Photobook that has been designed, revised, and evaluated by the supervisor so that it has been confirmed that there will be no more changes.

Figure 5. Result of Photobook



LIMITATIONS

Based on the results of this research, it is expected that a website regarding the food court in Batam City can be made in the future. This photobook is expected to be updated according to the times. In designing this photobook, the author also has many limitations and will improve the process of taking pictures using more professional tools and with the help of more experienced experts.

CONCLUSION

The thesis report entitled "Photobook Design about Food Court in Batam City" provides the following conclusions:

1. The results of the Research & Development analysis show that 4 out of 5 people need a photobook to get to know the food court in Batam City.
2. This photobook design aims to design a photobook about the food court in Batam City in order to introduce the food court to the local community and tourists in Batam City.
3. In the design stage, the editing stage is carried out to make an interesting photobook.
4. The result of this research is a document in the form of a photobook about the food court in Batam City.

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