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PHOTOBOOK DESIGN FOR CHINESE RELIGIOUS TOURIST PLACES IN BATAM CITY

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ABSTRACT

Batam City is one of the islands in the Riau Archipelago province with a strategic location. Besides being on an international shipping route, Batam island is also close neighbors to Singapore and Malaysia, which can make a distinct advantage for this island with many foreign tourists who come for vacation, worship and also to know the history of various objects in Batam City, namely Religious tourism related to religion with there are various pagodas, monasteries, and statues that are the main attraction. The design of this photobook is used to promote and also introduce various religious tourism objects in Batam City to local and foreign people by providing some information such as locations, facilities, and also the history of the religious tourism objects. For the development of the collected images, the Adobe Photoshop CS6 application will be used. The research method used is observation and documentation. The final result of this research is to make a Photobook that will be printed with a size of 20 x 20 cm which contains the location, buildings, and also existing facilities of the various religious tourism objects with the aim of increasing visitor interest and adding insight to local and foreign communities. about the history of religious tourism in Batam City.

Keywords: *Batam City, Religious Tourism, Photobook, Adobe Photoshop CS6*

INTRODUCTION

Indonesia is an archipelagic country consisting of various ethnic groups and ethnic groups. This country is very rich in art and culture from the tip of the island to the west to the east, from Sabang to Merauke. With the existence of various kinds of existing cultures, it is necessary to be appreciated by the community and it is important to preserve efforts, considering that in the future this culture will become a legacy for posterity. Even though it is known that the flow of western culture is so fast and continuously coming to Indonesia, but the people must keep trying so that the culture in Indonesia can still be preserved for the sake of posterity in the future. It is undeniable that there are other communities that are more proud of foreign cultures and forget their own culture. On the one hand, other nations are more impressed with the culture that exists in Indonesia, moreover, there is an indigenous Indonesian culture that is recognized as belonging to a neighboring country. One of the cultural heritages is religious culture. As it is known

that Indonesia is a democratic country and upholds the values of tolerance and religion. Religion is one form of human rights (HAM) (Salim, 2016). Religious tourism is one of the tours related to religion, history, customs and beliefs of every people or community group that makes routine activities every year to be visited. The purpose of this religious tourism is in order to worship and increase mysticism. In carrying out a religious tourism activity there are morals and knowledge to make life more civilized. Meanwhile, there are various activities in Indonesia, such as visiting places of religious historical heritage, visiting the graves of religious leaders and community leaders. The trend of religious tourism is strongly influenced by tourist attractions such as existing facilities (Hariyanto, 2016). Batam is an island in the Riau Archipelago province. The strategic location of the island of Batam which is close to Singapore and Malaysia is a distinct advantage for this island with many foreign tourists coming on vacation. Besides enjoying the natural beauty that is on the island of Batam, tourists from Malaysia, and

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also Singapore visit the island of

Batam to find out the regional culture in Batam which has various historical and cultural heritages from various tribes in Batam City which can be used as tourist destinations. Ambalegin et al., 2019).

Photobook or photo book is a collection of photos with a series of arguments or stories presented in the form of a book, and accompanied by text that shows the photographer's perspective on an issue. Photobooks or photo books are one of the fastest growing visual media in album books where in the past if you wanted to include a photo that had been shot you had to put it in a clear plastic first, but with the development of technology in today's era, which is increasingly forward then came the digital photo book that can be printed directly through a print without having to enter the photos manually into clear plastic. The point of making this photobook is to introduce Chinese religious tourist attractions in Batam City (Haines et al., 2019).

Based on the above background, the author wants to make a photobook with the title "Photobook Design Against Chinese Religious Tourist Places in Batam City". With the hope of being able to add / provide insight to tourists who want to know about Chinese religious tourist attractions in Batam City.

PROPOSED INNOVATION

In this study with the title "Photobook Design Against Chinese Religious Tourist Places in Batam City" which is based on several studies that have been carried out previously as follows: The research that has been carried out by Thamrin & Putra, (2020), is an applied research that produces a photo book. This study aims to create interest in visiting tourists and provide information about religious cultural tourism at the Jami' Shiratal Mustaqiem Mosque. This research was conducted using descriptive and exploratory methods that explained the results of the cultural acculturation analysis in the main building of the Jami' Shiratal Mustaqiem Mosque located in the Tenung village of Samarinda. The research that has been conducted by Santoso et al., (2017), is an applied research that designed the

Promotional Photography Book of the Central Kalimantan River Crossing Adventure Tourism Object. This study aims to be a medium where readers and observers can find out the existence and situation in Central Kalimantan to find out where the riverside tourist attraction is. around the river. The analytical method used is 5W+1H. The technique used is the On The Spot Technique where the shooting is done directly at the location. The type that is considered in making this photobook is Nature Photography with a balanced composition, namely Object Framing, Angle, and Rule of Third.

The research that has been conducted by (Fibriany et al., 2019), is an applied research that designed the Jember Batik Sumber Jambe Fashion Photography Book. The purpose of this research is to introduce jame source fashion motifs originating from typical Jember with the aim of attracting the target community to get to know the typical Jember batik. This research was conducted by interviewing the owner of a batik- batik shop in the city of Jember using the 5W+1H method. The photography book is packaged using 150 gsm Art Paper and using Hard Cover volumes.

The research that has been conducted by Sanjaya et al., (2019), is an applied research that designed the Africa Van Java Exotic Tourism Book with Photographic Media. This study aims to introduce the ins and outs of Baluran National Park to the public. This research was conducted using a qualitative descriptive method using the 5W+1H analysis method. The concept used is Landscape Photography.

The research that has been conducted by Halimsaputra et al., (2019), is the best research that designed a Photobook About Coastal Culture and Culinary Cirebon. This study aims to provide information and insight about the history and culture of the city of Cirebon to the outside community. This research was conducted using the 5W+1H analysis method to help find the information needed in designing a photobook. This study uses an Editing Technique that uses the Adobe Lightroom application to correct colors and uses the Adobe Photoshop application to carry out the editing process so that the results of the Photobook look more attractive.

Based on these studies, the authors will conduct research on the design of photobooks that aim to create interest in tourist visits about

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religious cultural tourism as carried out by (Thamrin & Putra, 2020), the authors also apply the Nature Photography method as carried out by (Santoso et al., 2017), and designing photobooks bound using Hard Cover as done by (Fibriany et al., 2019), and using Landscape Photography shooting techniques as done by (Sanjaya et al., 2019), and also the author will use Adobe Lightroom and Adobe Photoshop applications as done by (Halimsaputra et al., 2019). Thus it can be concluded as the main basis of the author in starting to design for the development of the Photobook that will be made.

METHODS

Research Flow

The design method used in this research will use the Research & Development (R&D) method, by going through several stages, namely; planning concept, data collection, design, and final result. Each stage that will be applied by the author, from the beginning of the design to the end of the design can be seen in Figure 1:

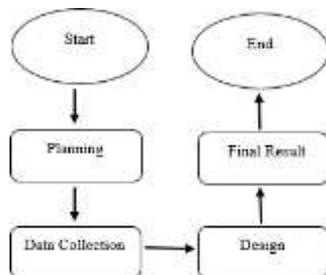


Figure 1. Research Flow
Source: (Self-Made, 2021)

Research & Development Stage

Research & Development is understood as a research activity that begins with Research and continues with Development. Research activities are carried out to obtain information about user needs and development activities are carried out to produce a learning device (Rumetna et al., 2020). The author makes a question questionnaire about the photobook that will be designed. The questionnaire was addressed to foreign tourists who have never visited a religious tourism site in Batam City.

Planning Stage

Before the data collection stage, the author will determine the stage of the Photobook design concept. This stage aims to determine the overall concept of the Photobook that will be made. This stage is

carried out so that the process of designing the Photobook concept can be seen clearly.

Data Collection Stage

After determining the design concept, the next step is data collection. The data collection includes observation, and documentation that aims to collect data - data that will be used for the design of the Photobook.

Design Stage

In this stage, a photobook will be designed which will be developed by combining the results of data collection that has been collected. The photobook will be designed based on the specified plan. After the design is complete, it will be validated by the Advisory Lecturer.

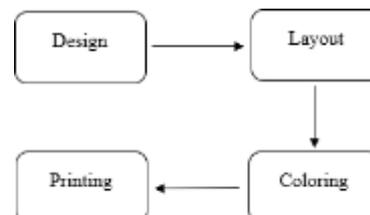
Final Result Stage

After passing the development stage, it has been confirmed that no further changes or revisions are needed in the resulting Photobook design. At this stage, the production process will be carried out by printing the designed Photobook.

Application Instrument Design

In carrying out this design process, the author will use Adobe Lightroom and Adobe Photoshop CS6 applications. While the process of shooting or taking pictures will use the Canon EOS60D with 18-55mm Kit lens.

The tool used to support the design of this Photobook is an MSI brand laptop with the GF63 Thin 9SC series with the following specifications: Processor Intel®Core™ i7-9750H(12 CPUs), 16GB RAM, 512GB SSD,



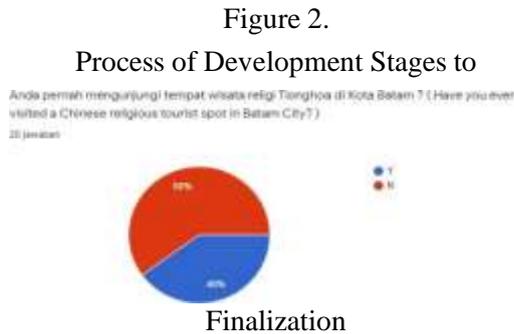
VGA NVIDIA GeForce GTX 1650, and Operating Windows 10 Home 64-bit system.

Design Method

In the photobook development stage, the images and information that will be conveyed through the photobook is a very important part. Therefore, a development method will be carried out on the design of the photobook design. The development model can be seen

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in Figure 2:



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

Photobook ini perlu dibuat untuk mengenalkan tempat wisata religi Tiongkok di Kota Batam (This photobook needs to be made to introduce Chinese religious tourist attractions in Batam City)
20 jawaban



1. Design

At the initial stage in designing this photobook, a design will be determined that will be used in the design. The author will use a Simplicity design. Simplicity design is a design that prioritizes and prioritizes ease of reading and understanding the content presented in the Photobook. This design stage will get an overview of the concept and design style that will be created.

2. Layout

At the stage of making the layout, the layout for the pictures and writings on the book will be arranged using the help of the Adobe Photoshop CS6 application, the arrangement of the pictures and writing will be arranged so that it is not too dense which aims to make it easier for readers to get the information that has been presented. This stage will produce an arrangement of the contents of the book that will display a simple, neat, and modern impression.

3. Coloring

At this stage, the coloring process will be carried out on images that are considered unattractive, Coloring will be assisted by using Adobe Lightroom and Adobe Photoshop CS6 applications. Where the Coloring process that will be

carried out is like correcting the color in the image to match and get good results. In this stage, a photobook design will be produced to be validated by the supervisor.

4. Printing

In the final stage, the design of the photobook will go through a printing process using Matt Paper paper on all pages of the book, with a size of 20 x 20cm, and while the front cover of the photobook uses Hard Cover volumes.

RESULT AND DISCUSSION

Research & Development Stage

At this stage, the author uses a questionnaire to collect data which is distributed to 20 community respondents outside the city of Batam. The results of the questionnaire are as follows ;



Figure 3.

Results of Questionnaire Photobook
Religious Tourism

Based on the results of the questionnaire above, it can be concluded that 12 out of 20 respondents have never visited a Chinese religious tourism site in Batam City, and 8 out of 20 respondents have visited a Chinese religious tourism site in Batam City. While the results of the questionnaire 14 of 20 respondents agreed to the making of the photobook and 6 of the 20 respondents did not agree with the making of the photobook.

Planning Stage

At this stage, the author has determined the idea or concept of the photobook that will be designed starting from the design, layout of the book, and also the size of the paper that will be used for designing the photobook. The photobook of this tourist attraction will later provide information about the religious places of the Chinese people in Batam City. This photobook concept will be designed with a simple and attractive composition. The technique of taking pictures is taken from several points of view and uses landscape photography. The purpose of this photobook is to attract local and foreign people to its

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beauty and also to introduce various religious places for Chinese people and those in Batam City.

Data Collection Stage

At this stage, the author will make direct observations to locations that have been surveyed previously to take pictures in several religious places of the Chinese people.



Figure 4. The process of taking pictures

Design Stage

At this stage, the author will select the photos that have been collected from the data collection stage. After the selection, the Color Grading process will then be carried out using the Adobe Lightroom application. After the Color Grading process is complete, the next stage is the preparation of photos and will be included in the design of the photobook that will be made using the Adobe Photoshop CS6 application which will be designed according to the previously determined concept.



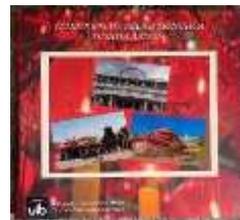
Figure 5. Front and back cover view
Figure 6. View of Vihara Samudra Dharma



Figure 7. View of Maha Vihara Duta Maitreya
Figure 8. View of Vihara Budhi Bhakti

Final Result Stage

At this final stage, the author will ask the supervisor to validate and ensure that no more revisions are needed to the photobook design. After that, the resulting photobook design will go through a printing process with Matt Paper paper, and be presented at a size of 20 x 20cm



with a Hard Cover binding technique.

Figure 9. Photobook Front Cover Result
Figure 10. Photobook Content Result
Figure 11. Photobook Back Cover Result



The picture above is the result of a photobook that the author has made in designing a photobook to introduce Chinese religious tourist attractions in Batam City.

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LIMITATIONS

In the research that has been done, the writer hopes that in the future someone can update this photobook according to the times. The author also realizes that there are still many shortcomings in the design of the photobook that has been made, therefore for the readers the author hopes to provide more benefits and insight into the making of this photobook and is advised to use more supportive shooting tools and also more professional experts

CONCLUSION

To maximize a tourist attraction in Batam City, an introduction media is needed that can add insight to local and foreign communities. By making this photobook, the author hopes to provide an additional medium of information to local and foreign people about the religious tourism objects of the Chinese people in Batam City. Because of course there are still many local and foreign people who do not know and lack of information about Chinese religious places in Batam City. In designing this photobook the author can conclude several things, namely;

1. With the implementation of the photobook, the author hopes that local and foreign people can get to know and add more information about Chinese religious tourism objects in Batam City.
2. Local and foreign communities outside Batam City can take advantage of the Photobook that has been created as a reference medium for tourism objects in Batam City.

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