

**The 2nd Conference on Management, Business,
Innovation, Education, and Social Science (CoMBInES)
Taichung, Taiwan 3-6 March, 2022**

**PHOTOBOOK DESIGN AS A PROMOTION MEDIA TO INTRODUCE
WATERFALL TOURISM IN KARIMUN**

Mangapul Siahaan, Jennifer

Faculty of System Information, University International Batam

{ mangapul.siahaan@uib.ac.id 1831003.jennifer@uib.edu }

ABSTRACT

Current technological advances can be applied in various fields, one of which is tourism. Furthermore, technology can make finding more extensive information about tourism in the country is easier. So that, they can plan before going on a trip. Looking at this aspect, technological developments are expected to help the tourism sector in Indonesia. This can be done by introducing one of the attractions in the area, namely Tanjung Balai Karimun. Which will be developed in a Photobook. Photobook is a type of book that is related to each other, which can be designed and laid out in advance. After that, it was printed and shaped into a book. This research aims to promote natural tourist attractions in the Karimun area. Because Karimun rarely has promoted tourism objects using photobooks. This research uses the R&D (research and development) method in designing photobooks. The result of this research is a photobook about waterfalls in Tanjung Balai Karimun which can introduce tourism.

Keywords: *photobook, tours, waterfall, tourism*

INTRODUCTION (SHEADING1)

In developing information technology, the computer is one of the electronics that help the daily activities that build the country. Current technological advances can be applied in various fields, one of which is the field of tourism (Rusdi, 2019). Because it can also function in promoting or introducing countries in the world, as well as development improvement that creates added value in all aspects in this fields, starting from facilities and infrastructure. Indonesia makes the tourism sector one of the country's economic sources. The beauty of tourist attractions in Indonesia is very diverse, especially in big cities (Hermawan, 2017). However, there are also tourist attractions that can be found in small areas such as Tanjung Balai Karimun. Looking at tourism requires development in areas such need, as well as different experiences than just information on the internet.

Surabaya City Tour Guide". The purpose of this study is to design a tourist guide book, by promoting tourism that has heroic values in the city of Surabaya. This research uses the

as Tanjung Balai Karimun, it can be developed in a photobook. A photobook is a type of book that is related to each other, which can be designed and laid out in advance (Agusnadi & Suwardikun, 2018). Then printed and shaped into a book. Photobooks also function as a medium to promote natural attractions in the Karimun area. Because in Karimun, it is rare for anyone to promote tourism objects using photobooks. Based on the above background, the authors want to research tourism objects in the Karimun area, with a research entitled Photobook Design as a Promotional Media to Introduce Waterfall Tourism Objects in Karimun. With the photobook, it is hoped that it can introduce tourism objects in Karimun to the outside community and support the development of tourism in Karimun. And help people know more about the information they

Research conducted by (Santoso et al., 2020), discusses the "Illustration Design of the RnD (Research and Development) method. Data collection techniques were used in the form of direct interviews with the Department Of Culture and Tourism, in the city of Surabaya

**The 2nd Conference on Management, Business,
Innovation, Education, and Social Science (CoMBInES)
Taichung, Taiwan 3-6 March, 2022**

and observation by collecting data directly from the internet. The results of this study state that this guidebook can provide information to the public to add insight about tourist destinations, in the city of Surabaya. Another research conducted by (Marsudi, 2020), discusses the design of a photobook about nature tourism in Surabaya. The purpose of this study is to provide information about the natural beauty that exists in the city of Surabaya to the public. The object of this research data collection uses qualitative methods in the form of observation, interviews, and documentation. The results of this study indicate that photobooks can be used as a medium for documenting natural tourist attractions in the city of Surabaya. Making in the design of this photobook using landscape photography techniques. The application used in this research is Adobe Lightroom. Based on the background and literature review above, the author will carry out this research, namely designing a photobook with the method RnD (Research and Development) and will use a photobook design theme with a landscape concept.

PROPOSED INNOVATION

Based on the above background, the author designed a photo book that will later be useful for promoting tourism in Tanjung Balai Karimun waterfall. This photobook contains photos of tourist attractions in the Tanjung Balai Karimun waterfall which were taken by the author.

METHODS

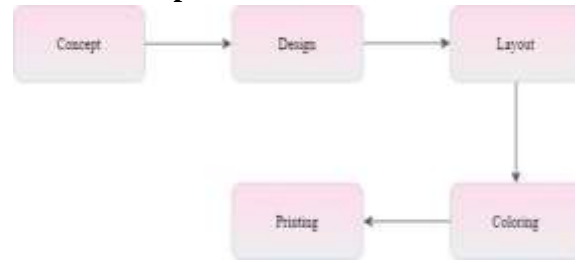
This research used the RnD (Research and Development) method when designing the photobook stage. The following is a development method for designing a

photo book, including:

1. Research

In this research, the author will collect data and information on waterfall tourist attractions from the internet. So that all data and information will be collected and the author can make a photo book from the results of data adjustments.

2. Development



Concept

the concept of designing this photo book will be made in a modern and simple appearance. The layout arrangement and font type selection will also be adjusted as well as possible so that it can attract the attention of readers. The concept in the design photobook prioritizes photo content that conveys an overview of the diversity of tourist attractions in the Tanjung Balai Karimun waterfall. Of course, the important elements in determining the concept must be arranged as well as possible to get satisfactory results.

Design

Making design in this photobook design will include layout arrangement, cover display models, and writing format that includes the type and size of the font. At the stage of structuring the layout, the author uses a layout view with a landscape position. This is shown so that the process of placing photos can be displayed more broadly. Then for the cover displays later the author will add a suitable image, text, and uib logo in that section. The writing format will be adjusted to the arrangement of the photo itself. While the font used in the design of this photobook is two types, namely: Kunstler Script and Microsoft Himalaya.

Layout

At this stage, the layout will be set into a minimalist and modern form. The layout will also be designed using a more colorful style so that readers can appreciate and understand the contents of the book on photos as the main medium. So that it can produce a view that is suitable for readers to read. The use of this layout is applied to 24 pages with a combination of photos and interesting compositional shapes.

Coloring

Coloring in this process will be done using Adobe Lightroom and Adobe InDesign. This coloring aims to improve the quality of the

**The 2nd Conference on Management, Business,
Innovation, Education, and Social Science (CoMBInES)
Taichung, Taiwan 3-6 March, 2022**

photos that have been taken. For the first stage, the author does the coloring in the Lightroom application. In this application, the author edits the photos that have been taken to be set to get results that match the theme. Here is the process of editing the photos in Adobe Lightroom:



Image 1. Tanjung Balai Karimun Waterfall Gate



Image 2. Visitor Parking Page



Image 3. Ticket Purchase Post



Image 4. Early Bridge Road



Image 5. Notice Board



Image 6. Swimming Pool

Furthermore, in the Adobe InDesign application, the author designs the layout by providing shapes such as rectangular tools and additional tools for arranging photos as well. The following is the process that the author did in the Adobe InDesign application:



Image 7. Front and Back Cover Display



Image 8. Preface and Acknowledgments



**The 2nd Conference on Management, Business,
Innovation, Education, and Social Science (CoMBInES)
Taichung, Taiwan 3-6 March, 2022**

Image 9. Photobook Content Homepage – Gate View



Image 10. Page 3 Photobook Content – The Beginning of the Waterfall Area



Image 11. Page 5 Photobook Content – Visitor Ticket Purchase Post



Image 12. Page 7 Photobook Content – Waterfall Bridge Path



Image 13. Page 9 Photobook Content – Some Spot Objects in the Waterfall Area



Image 14. Page 11. Photobook Content – Some Spot

Objects in the Waterfall Area

Image 19. Page 21 Photobook Content – Waterfall and Swimming Pool Objects



Image 15. Page 13. Photobook Content – Some Spot Objects in the Waterfall Area



Image 16. Page 15 Photobook Content – Travel Advice and Waterfall Travel Name



Image 17. Page 17 Photobook Content – Waterfall Swimming Pool



Image 18. Page 19 Photobook Content – Waterfall Swimming Pool and Spot Objects



Printing

After the previous process has been completed, then the next is the final process (printing). At this stage, the author will print the photobook that has been made. The

**The 2nd Conference on Management, Business,
Innovation, Education, and Social Science (CoMBInES)
Taichung, Taiwan 3-6 March, 2022**

author will print the photobook using Art paper 230 lam doff for the front and back covers, also 100gr Hvs paper for the pages.

LIMITATIONS

Limitations on the design photobook, among others:

- This photobook only contains photos of tourist attractions in the Tanjung Balai Karimun Waterfalls
- Photobook results are used for promotional media

FUTURE WORK

In the future, the author will consider using a different method than before. Whether it's in taking pictures, editing photos, or compiling photobooks in an application.

REFERENCES

- Agusnadi, F. F., & Suwardikun, D. W. (2018). Perancangan Buku Foto Taman Tematik Kota Bandung. *Jurnal Desain Komunikasi Visual*, 5(1), 116–122.
- Hermawan, H. (2017). *Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal*. III(2), 105–117.
<https://doi.org/10.31219/osf.io/xhkww>
- Marsudi. (2020). *Perancangan Photobook Tempat Wisata Alam di Surabaya Airlangga*. 01, 63–68.
- Rusdi, J. F. (2019). Peran Teknologi pada Pariwisata Indonesia. *Jurnal Accounting Information System (AIMS)*, 2(2), 78–118.
<https://doi.org/10.32627/aims.v2i2.78>
- Santoso, A. S., Martadi, D., & Sn, M. (2020). *Perancangan Ilustrasi Buku Panduan Wisata Kota Surabaya*. 01, 35–41.