

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

DESIGN AND DEVELOPMENT PHOTOBOOK OF SOUVENIR CRAFTSMEN IN BATAM WITH NARRATIVE EXPLORATION APPROACH

Tony Wibowo, Maya Melenia Febriany

Faculty of Computer Science, Universitas Internasional Batam

tony.wibowo@uib.ac.id 1831049.maya@uib.edu

ABSTRACT

Photography is a tools to capture essence of event to be preserved indefinitely. It is also one of rising trends among z-generation with the increasingly used of social media easiness of photo sharing capability and more accessibility of decent camera to the masses. Traditional craftsmen is becoming a rarity nowadays with the height of industrialization in Indonesia. SMEs that are developed by utilize traditional wood carving is so unique and have a huge untap potential to attract tourist. However, there is a lack of awareness for this struggling business due to social media marketing from more modern business. We are aims to use photography to promote awareness to traditional wood carver in Batam City. Pictures was taken with Canon PowerShot SX60HS Camera and edited using Photoshop and finally layouted into Photobook using Adobe InDesign. By using photobook we manage to tell a story not only about wood carving business, but also history and a snapshot of livelihood of a woodcarver based on Batam. This Photobook acts as a start of the revitalization of traditional SMEs in Batam Region that start embracing the advancement of Technology into their business enabler.

Keywords: *Souvenirs Crafsment, Photobook, Batam City*

INTRODUCTION

Souvenirs or commonly referred to as Cendramata are some kind of unique token or memorabilia of the area that had been visited. Souvenirs are also handicraft items that held aesthetic value (Saragih & Zulkifli, 2019). Souvenirs are also used to promote items from tourist attractions that had been visited. Souvenirs are made with various materials that was mostly handcrafted by craftsmen. A handcrafter is a form of activity that manufacture a product that is made by hand. Handcraft artist make a product that is functional or held an aesthetic value so that it can be used as a display. Apart from being used as a token or memorabilia, these handicrafts or souvenirs are suitable to help decorate exterior and interior space (Utami et al., 2018).

Batam is a city in the Riau Islands Province that strategically close to Singapore and Malaysia. Batam also has many tourist attractions, one of which is the Bareleng Bridge (Rizaldy, 2018). Batam held the 3rd most visited tourist destination in Indonesia based on numbers of visitors (Harma, 2019). Processing of arts crafts such as making souvenirs made from wood is widely used. Material usage such as wood or waste has been produced as souvenirs by craftsmen or handcrafter in Batam. So far, identification of the creativity of souvenir craftsmen has only been through articles. To support the creativity of souvenir craftsmen through photography is by using photo catalog. photography can be used as a medium to carry information, therefore photography is medium to

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

support journalism. By utilizing, digital photography can add value to souvenirs (Saryana et al., 2018).

A photobook contains a collection of photos that are used as a medium to introduce and capture a moment. Like albums, photobook held photos that can store memories and be viewed at any time. The Photograph that contains instructions of how-to-use are arranged and design neatly with layouts brings interest to be promoted as a photobook that contains a collection of various pictures of souvenirs. Visualization of photos can be read and carries messages or benefits when viewing the contents of photobook (Wardani et al., 2019). By producing a photobook anticipates help to introduce souvenirs and craft. In other advantages, photography also helps the general public take peek into the daily activities of handcrafters in souvenir making industry. The creativity results of handcrafters become an appealing products that are in high demand, especially in tourism industry (Rahim & Hadiyati, 2018). The use of text in the book is carried out in a concise and clear manner in order to specifically explain to target market. Based on the explanation above, is an effort telling the life of handicraft artist is by “Design and Development Photobook Of Souvenir Craftsmen In Batam With Narrative Exploration”.

Previous research conducted by (Hardianto et al., 2017), is an applied research that designs a photobook of photography about the lives of souvenir craftsmen which are a characteristics of different cultures. This study aims to introduce souvenirs to the public. so that they are more familiar with souvenir products that characteristically from East Kalimantan. This research was conducted by using a qualitative descriptive method by collecting data through interviews with 5W + 1H, analysis and observations of one of the craftsmen. Photo

editing techniques using the Adobe Photoshop Cs6 application. The results of this study are in the form of a photography book which shows the uniqueness handicrafts that was made by the craftsmen from Balikpapan, East Kalimantan.

The research conducted by (Varian et al., 2017), is an applied research that designed a photobook about the life of the enduro community in the city of Malang where there are many places and natural tourist charms that attract the hobby of poor people to ride trail bikes. The definition of the slogan "Enduro" which means “No road no problem”, which is translated into Indonesian means that there is no way, no problem for this enduro community. This study aims to show that how the life of the enduro community is different from the positive side of the motorcycle gang community that has a bad reputation. This study uses a qualitative descriptive method with data collection through interviews using 5W + 1H analysis and direct observation to respondents to obtain information. Techniques in designing this photography essay book, photographic techniques in visuals used are sports photography to provide good visualization. The size of the book used is 21x25 landscape position. The result of this research is a photo essay book to document, show, and introduce the life of the enduro community in the city of Malang.

Previous research conducted by (Tendean et al., 2019), is an applied research that designed a photobook of photographic essays in the city of Kendari, Sulawesi, which tells about the history and processes of craftsmen who work on silver. This study aims to introduce the silver kendari werk as a local craft. This research was conducted using a qualitative descriptive analysis method through interviews using 5W + 1H analysis to the silver craftsmen. The technique in designing this photobook is framing or photographing the main object. The selection of the book size used is 21

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

x 21. The printing technique used is printing for the contents of the book using matte paper, and for the book cover using the hard cover technique. The result of this research is a book that can be used as a source of information on Kendari Werk silverware for local and foreign communities.

(Subagio et al., 2019), is an applied research that designed a photographic essay book that tells about the life of a surfer named Piping Irawan on the island of Bali. The purpose of this study is to provide information that surfers are not only for showing off, but as a source of income through surfing. In this study, it was conducted using a qualitative analysis method where to obtain information carried out by 5W + 1H analysis to obtain data through informants. Techniques in designing photo books for photographing are landscape photography, sport photography, and portrait photography. And the printing technique used is the offroad technique. The result of the research conducted is a photography essay book using a minimalist layout which contains the development of surfers on the island of Bali.

(Limandjaja et al., 2020), is an applied research that designed a photo essay book that tells about the history of the old village of Maspati in Surabaya. The purpose of this study was to find out that the old village of Maspati is a different village and the history of buildings in this village. This research was conducted using a qualitative descriptive method with a 5W + 1H approach where to obtain information and data through interviews with the head of the RW of Maspati Village and local residents. Techniques in designing photo books during the shooting process using establishing shot and detailing shoot techniques. The tones used for the photobook are warm tones to give the impression of the atmosphere in the village. The result of the research is a photo essay book with a minimalist or modern design which contains the history of the old village of Maspati. Techniques in

designing photo books during the shooting process using establishing shot and detailing shoot techniques. The tones used for the photobook are warm tones to give the impression of the atmosphere in the village. The result of the research is a photo essay book with a minimalist or modern design which contains the history of the old village of Maspati.

PROPOSED INNOVATION

The Book are one of the first forms of media that provide benefits in many ways and information through written sheets of paper. Other than that, typography is the art of choosing and arranging letters in space to create a special impression. Color theory, color can be defined objectively or physically characteristic of light emitted or subjectively or psychologically as part of vision in this book, photography is very important because it is part of illustration. For the development of this project the author uses composition stage which contains placement of the book title, logo, author's name, name of supervisor, photo, contact information, and script. Next, we arrange the layout where the author had to designed a layout to arrange the picture for the photobook. The layout that has been defined will be carried out for the next page. For coloring, the author chooses colors that match the characteristics of the souvenir so that it will make the photobook look natural and subtle. Next, there is the publishing process which the printing step take place here the pictures and design that had been arrange before. The front and back covers uses an art paper, while the page contents use 100 gr Hvs paper. The book in total contains 32 pages with the size of 43,595x18,298 cm. The results of the the previously designed photobook will be distributed to the Batam International University as a medium for storing information about the life of souvenir craftsmen in Batam.

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

The design of the photobook titled the life of craftsmen in Batam is one of the author's efforts to spread information to tourists and the public general in Batam. The design is carried out in an idealistic form, the author makes a book as a form of supports for handcrafter that make a living out of the souvenirs making industry so that they can get the recognition they truly deserve. The design it self carried out the essential intention and aspiration that the author has in the begining of making the photobook, there are several processes that making it easier to produce this photobooks.

METHODS

At this stage of development, the visual of the photobook design must meet several stages in the design of the book. The following steps must be carried out before developing in the design of a photobook (See Fig. 1)

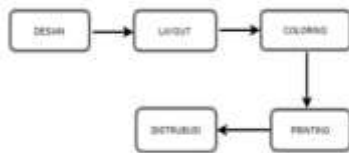


Figure 1. Research Flowchart

Source: (Tendean et al., 2019)

From the model described above, the development technique in designing a photography photobook for souvenir craftsmen in the city of Batam. The following explanation will be described:

A. Design

In accordance with previous researchers conducted by (Tendean et al., 2019), this book uses a simple design, which is adapted to souvenir craftsmen in the city of Batam at this time. And the audience of the book itself. In general, the audience likes a simple design, the impression is not complicated, and it is easy to read and

understand the contents of what they want to convey. In addition, a suitable design and able to maximize photography and essay supporting elements of the things to be conveyed later.

B. Layout

After designing the design, the researcher will do the layout, the researcher has thought about the concept of the layout in making the essay book. The layout in making this essay book uses a simple and attractive layout. The size of the book used is for the development stage of this photobook, the author performs the stages where the photobook has been designed. In addition, the development carried out is to produce sheets containing souvenir photos and, in the book, also tell the life of souvenir craftsmen. The selection of this book is used to make it easier for readers to arrange layouts, from a technical point of view the size of this photo book is not too big and easy to carry anywhere. The researcher also does a scripting, scripting in the making of this essay book, which is to tell about life, what kinds of souvenirs are made, and the process of making crafts made by the souvenir craftsmen.

At this stage of development, the author performs a layout that is needed to make a photobook. In making this layout the author starts by designing the front and back cover of the book which contains the photo, title, author's name & name of the supervisor, and ordering contact. For the front cover, the author added a photo of a craftsmen who is carving a piece of wood to make a craft. While the back cover, the author adds a photo of a craft in the form of a barrelang bridge that has been made by the craftsmen.

C. Coloring

Concepts and colors, the design of the essay book will be adapted to taking photos of souvenir craftsmen and the characteristics of the traditional itself. The coloring of the photobook made, the author uses a dynamic appropriate color. The

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

gray color gives the impression of being responsible. The author uses gray because the souvenir craftsman has a sense of responsibility for the work he does. The dark brown color symbolizes wisdom, and the last color the author uses is a cream color that symbolizes calming or relaxing. Every coloring that is right for a photo book, then the results displayed will give an impression to the readers. This is because color is one of the elements of the aesthetic of art and has an element of meaning.

D. Printing

The design of this book uses the Printing process, using art paper on the front and back covers, while the contents of the book use HVS 100 Gr.

E. Distribution

To carry out the distribution that has been completed, the distribution that will be carried out is by distributing the photobook to Batam International University.

CONCEPT AND DESIGN RESULT

The result of design and development according to the stage is below:

For the front cover, the author uses a photo of a craftsmen who is doing the engraving and has the title, author's name, and the name of the supervisor. And for the back cover display, it contains a synopsis of the purpose of making a photobook along with ordering contacts, each front and back cover displays the University logo (See Fig 2).



Figure 2. Front cover and cover back

For the content, the layout of the book designed by the author displays an introduction and a thank you. The introductory page uses a layout with the contents of a photo of a craftsmen tool. a photo of the author and supervisor along with their respective names. The thank you section uses minimalist elements and white space in the layout and adds a light brown layer. The page is made like this so that the readers enjoy the contents of the photobook that has been designed. For the layout of the introduction and thank you using the Acumin Variable Concept font size 18pt.

This section displays pictures that had been taken while a craftsman is conducting one of the procedure in handcrafting steps which is taking measurements. Here, he tells about his life history as a hand crafter and his background before beginning a business in the handcrafting industry. The next page displays the history of Batam Crafting Industry, in this page the author displays pictures of handicrafts and souvenirs that had been made such as tissue boxes and miniature cavings of the barrelang bridge. The next page tells us about the history of Batam, using the Welcome To Batam Sign as a background. The author choose this particular picture of the Welcome To Batam Sign because it has been one of the most visited tourist attractions.

Souvenirs, on this page some of the results of souvenirs that has been made by hand crafter. on the left displays a Malay betel holder hancrafted. On the right displays a candleholder that was also handcrafted. For the next page the author displays a photo of various souvenirs. On the left side the author shows a pictures of handicrafts made from wood handmade into a decorations, a vase, and ship carvings. the author also choose to put the Bareleng bridge carvings picture as well. here the author choose to layouts the picture with white background and a dark gray. The following page

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

is arrangement of some of the souvenirs made by the craftsman, these handcrafters is very talented, They are also able to make crafts and souvenirs in the form of table lamps, key chains, trophies , and etc.

The next page shows the process of pattern making and design. the left side present a picture of the craftsman doing some pattern making to design a product to be made. As it has presented on the right side contains a picture one of the craftsman is doing the process of wood carving (see fig 3).



Figure 3. Process making handcraft

And next is arrangement picture of the craftsmen doing one of the step in processing a handcraft. the left side contains a picture of the craftsmen doing a burning process that allows the wood to be easier to engrave. And the right side presented the manufacture process which allows to construct the wood to fit together using the design that had been pattern out before. The author sets up a picture of the finishing process. The left side of the page is the craftsman painting on the previously made handcraft. here the coloring step use wood stain and sending sealer. the right side is the craftsman last finishing process which is top coating the handcraft with furnishing gloss. this allows the handcraft product to look polished and glamorous.

The packaging process each craft that has gone through the manufacture stage will carry out to the packaging process. Which is where the craft that has been made will be pack before reaching to market this allows the handcraft to avoid dust. the right side of the page displays the

equipment use in handcrafting souvenirs here it present a picture of Scroll Saw. Next is an arrangement picture of the craftsmen doing one of the step in processing a handcraft. The left side contains a picture of the craftsmen doing a burning process that allows the wood to be easier to engrave. And the right side presented the manufacture process which allows to construct the wood to fit together using the design that had been pattern out before. In this last view the author puts a price on each souvenir that has been made by the maker. For each page that has been created by the author The photos taken are edited using Adobe Lightroom. And use the Acumin Variable Concept font and use a font size of 13pt at each price that has been listed. This layout design uses a white background and there are circles that are given a light brown color edited with Adobe inDesign 2020.

DISCUSSION

From the results of observations and interviews that have been done by the author to Mr. Muslikan as a souvenir craftsmen in Batam City and is located in Sei lubuk where the craftsmen design and make souvenirs at from the souvenir from 2004. The author came to the souvenir craftsmen for conducting research is to design and develop the souvenir photobook that in batam city.

The writer draws the conclusion that in general the people of Batam City are not much knowing how is The process of the souvenir are made as well as history of life from the side of the craftsmen. For SMEs that has been established is a form the main to improve in terms economy and the expertise of the craftsmen. The success of the craftsmen who have been successful make the uniqueness of from this souvenir also got support from family so ever got appreciation.

Not only selling products souvenir generated, fromcraft also introduced the city is much in the same the tourist who visited the city of Batam as

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

a strategic tourist destination and of course the craftsmen make souvenirs to be a variety of interesting carving forms as a characteristic of the city. Strategy introduces the city to be more easy and will be more known by the outside society who generally travel.

Before the pandemic marketing souvenir What is done by sales also with follow every exhibition held in a big city every year. As for last time the exhibition which is on Follow by craftsmen located In Semarang City, from the series of events is followed by several areasto introduce result scraft from the origin of the city which has been made. The form of the process of making souvenirs from the uniqueness too based on creativity by the craftsmen, like making bridges where the process is formed from a Wood of choic e the quality.Wood that will bein design made various patterns or been order the form of the formation and the next process will be the more obvious. By using the stages this also has a very important role for carrier craftsmen in the present stages. of course the shape of the souvenir becomes not as maximal as expected. As well as facilitate the craftsmen to process wood to accelerate the results to finishing or the final stage.Sales of the conducted currently depends on visiting missions and the enthusiasts, but due to the pandemic craftsmen of the source of productivity. Tominimize the impact of the pandemic cause with creating a product multifunction like decoration lights, place of perfume,wood cupboard, and etc.

So, Creativity owned by the craftsmen does not depend on the sale of souvenirs, but the result of wood that can be processed into useful goods of unthday daily. the author is expecting to help crease sales and introduce the side of the craftsmen to the people through the books containing photos Souvenir, process of making souvenir,or which products for sale.

LIMITATIONS

- The limited number of souvenirs caused by the impact of the pandemic has caused a reduction in the productivity of making souvenirs made by the craftsmen, therefore the photos that are taken are limited
- The observation aspect by the author in order to collect data had obstacles. where the place of the business owner is rather difficult to access. Due to the location is in a remote area. Therefore, the author ust list target what things will be needed to support the draft in process
- The author has limitations in terms of taking picutures because the pictures that has been taken are not in line with the layout, as in result the pictures are not as much as how much the authors had expected will be. therefore the author is facing a hard time adjusting the layout and the number of pictures.

FUTURE WORK

The design and development of souvenir photobook in Batam are far from perfect, it may has flaws and minus. Here are some proposition from the author:

1. Further research is a must in the future scheme in search of further developed and more advance design of the next photobook
2. Some software for the editing process for designing and developing photobook can also be added
3. The design and development of the photo books in the future can use videos to make it easier to enjoy.

REFERENCES

- Hardianto, A., Banindro, B., & Hendra, Y. (2017). Perancangan Buku Fotografi Esai Pengrajin Cenderamata di Balikpapan Kalimantan Timur. *Jurnal DKV Adiwarna*, 1(10), 1–6.

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

- Harma, U. (2019). Wisata Dendang Melayu Sebagai Salah Satu Potensi Wisata Bahari di Kota Batam. *Dialektika Publik: Jurnal Administrasi Negara Universitas Putera Batam*, 4(1), 1–6.
- Limandjaja, S., T. B. B., & S. D. K. (2020). Perancangan Buku Esai Fotografi Tentang Kampung Lawas Maspati. *Jurnal DKV Adiwarna*, 1(16), 1–7.
- Rahim, M., & Hadiyati, R. (2018). Teknik Pembuatan Kerajinan (Souvenir) Dari Kerang Laut di Desa Bone Baru. *MONSU'ANI TANO: Jurnal Pengabdian Masyarakat*, 1(1), 20–24.
- Rizaldy, M. (2018). Analisis Tourism Distribution Channels Wisatawan Mancanegara Pada Kawasan Great Indonesia. *Administrasi Bisnis (JAB)*, 62(2), 104–113.
- Saragih, L. A., & Zulkifli, Z. (2019). Analisis Kerajinan Souvenir Diorama Berbahan Limbah pada Pengrajin Dikraf Berdasarkan Prinsip-Prinsip Desain. *Gorga: Jurnal Seni Rupa*, 8(1), 272.
- Saryana, I. M., Raharjo, A., & Octaviano, A. L. (2018). Desain Ilustrasi Foto pada Baju Kaos Dengan Media Fotografi Digital Pendukung Pariwisata Budaya di Pura Tanah Lot Dan Taman Ayun. *Mudra Jurnal Seni Budaya*, 33(1), 154–160.
- Subagio, V. H., Negara, I. N. S., & Aryanto, H. (2019). Perancangan Buku Biografi Mengenai Kehidupan Piping Irawan Surfer di Pantai Cangu, Bali. *Jurnal DKV Adiwarna*, 1–6.
- Tendean, A. M., Tanudjaja, B. B., & Kurniawan, D. (2019). Perancangan Buku Esai Fotografi Kerajinan Perak Kendari Werk. *Jurnal DKV Adiwarna*, 1(14), 1–10.
- Utami, D. T., Retnoningrum, & Rohkini, D. (2018). PKM Kelompok Pengrajin Kerajinan Tangan di Desa Jambu Kulon Kec. Ceper Kab. Klaten-Jawa Tengah. *Prosiding Seminar Nasional Unimus*, 1, 1–6.
- Varian, A. M., Negara, I. N. S., & Aryanto, H. (2017). Perancangan Buku Esai Fotografi Mengenai Kehidupan Komunitas Enduro di Malang. *Jurnal DKV Adiwarna*, 1(10), 1–6.
- Wardani, W. G. W., Wulandari, W., & Syahid, S. (2019). Presentasi Ruang Arkeologi Situs Gunung Padang Melalui Visualisasi Batu Penanda Untuk Buku Foto. *Mudra Jurnal Seni Budaya*, 34(3), 394–401.