

# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES)

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## PHOTOGRAPHY DESIGN OF ZAPIN DANCE CREATIVE DANCE PHOTOGRAPHY WITH QUALITATIVE ANALYSIS IN BATAM CITY

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### ABSTRACT

Photography is a technique of taking photos using a camera. Of course, photography is also well known to the wider community to capture the moment. Fashion is the way people dress according to current trends. Fashion can also be trusted to increase individual confidence. In fashion photography, it is intended to take pictures of the clothes worn by one of the dancers. The dancers referred to in the dance created by Zapin in the city of Batam. This Zapin dance has been passed down to the people of Batam. Zapin dance creations can also be interpreted as a modified zapin dance. In designing fashion photography of dance dancers created by Zapin, the aim is to introduce the clothes worn by one of the dancers in Batam. The clothes worn by the Malay brackets and accessories. The author made with Photoshop CC 2020 and Corel Draw 2019 applications in photo editing. Then the author uses the Multimedia Development Life Cycle (MDLC) method to assist the process of designing a photobook. The author collects data with documentation and interviews. The result of this fashion photography design for dance dancers created by Zapin is a photobook that is printed in the form of a photo book. This photo book contains a collection of photos of dance dancers created by Zapin who wear clothes and accessories in the city of Batam. This photo book is expected to be able to attract local and foreign people in providing information about the dance fashion created by Zapin in Batam.

**Keywords :** *Fashion photography, Creative dance dancers, Multimedia development life cycle (MDLC), Batam City.*

### INTRODUCTION

One of the efforts to introduce Zapin dance with the media is photography. Photography is the result of taking photos between light using a camera. This photography can also be done by everyone. The existence of this photography will make it easier to introduce the batam zapin dance. Photography can be printed from the photo taken and can be viewed at any time. Therefore, photography is very necessary in taking some activities, one of which is the zapin dance. Fashion photography is not only used for clothes but also accessories. This fashion photography is intended to introduce the clothes worn by the

dancers (Angela et al., 2018). Fashion photography is very suitable because it gets the aesthetic value of taking photos of dancers' attributes (Novita & Aprela, 2019) . There are various types of photography fashion, namely: fashion editorial and high fashion. Fashion is the way people wear clothes by following trends (Sunarto et al., 2020). Fashion can also increase one's self-confidence. For every woman, fashion is important to look attractive. Fashion is taken from the UK, which means the style or way people dress by following fashion. Specifically, fashion is a style of dress that is used every day. Now fashion is not just for women. There is no

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age limit or any age. Fashion in this world has developed very rapidly with a variety of clothing designs. Fashion is not only accessories but also to make-up (Nursiska et al., 2018). Currently fashion from Indonesia in the form of batik is well known abroad. Fashion that has been created by a designer to be exhibited at public events. The purpose of the fashion exhibition is to be better known by the public (Vania et al., 2018).

Cultural diversity in Indonesia is a legacy in the fashion field. Besides that, Indonesia is also a country that is rich in traditions. As for the many traditions seen from Indonesian dances. Traditional dance is a dance that is still strong in its area and has been inherited (Sukihana & Kurniawan, 2018). This traditional dance we can learn to move with the basic pattern is not slow. This traditional dance is not easy to memorize. Creative dances are also dances whose movements have been modified (Siswantari & Putra, 2021). In addition, this dance creation comes from traditional dances. There is an additional pattern of dance movements called dance creations. Creative dance is certainly not the same as the others. This dance creation is performed with a typical regional rhythm (Ningrum, 2021). In addition, various regions have different patterns of creative dance movements. One of them is the dance created by the Malay Zapin in the Batam city area (Suparno, Mardawani, 2020). Zapin dance is a dance that has been passed down to the people of Batam. Of course, the Zapin dance is already well known to others. Zapin dance is usually often used at any given moment. In addition, Zapin dance can be enjoyed in cultural festivals (Tamiang, 2019). The batam zapin dance is often performed as an inauguration ceremony. This Malay zapin dance has become a habit as a competition venue so that dance culture is not lost. Besides, the Zapin dance competition is made in order to develop beautiful dance movements. Qualitative analysis is a data collection technique in the form of interviews, observations and documentation (Ahmad & Nasution, 2018). Based on the explanation that has been made, the conclusion that will be made

is "Fashion Photography Design for Zapin Dance Dancers with Qualitative Analysis in Batam City".

## Literature Review

Researchers conducted by Insan et al. (2019), is a researcher who designs fashion photography about batik from three countries from Yogyakarta to introduce it to the public so that it is better known. Then the technique used for editing is using the Adobe Photoshop application. The results are in the form of catalogs, postcards, and calendars. Research conducted by Aristo & Hendra. (2020) is designing media educational learning about endangered animals in text and video form using the MDLC (Multimedia Development Life .) method cycle). This method can help in the design process because

has 6 phases that are clear and structured. Researchers conducted by Sunyoto et al. (2020) is a researcher who designs fashion photography using natural dyes from coffee grounds to introduce it to the wider community. The technique used for editing uses the Photoshop application and the editing process is carried out through the Lightroom application. Then the results are printed in ebook form and shared via social media such as Instagram.

## Research Methodology

### MDLC

Multimedia Development Life Cycle (MDLC) is a multimedia software development method that was developed by Luther in 1994 (Maulana et al., 2020). Model development using the MDLC method (Astuti Asti Ika, Harwanto Aris, 2019). The MDLC method has 6 stages including: Concept, Design, Material Collecting, Assembly. Testing (Testing), Distribution (Distribution). The following MDLC image can be seen below.

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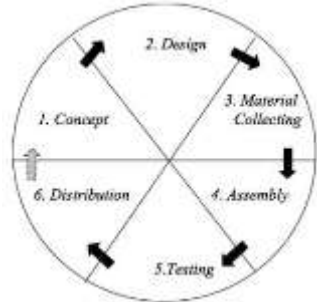


Figure 1. Multimedia Development Life Cycle (MDLC) method

## a. Concept

The planning stage is the first step in designing photos that will be used as photo books using the MDLC method. The author determines the purpose of the photo book that is made is the first step in the planning process. In making this concept the author will design a photo book to explain the description as well as some photos of the dancers created by Zapin in Batam. Hardware and software used by researchers in the form of a Sony A6400 Mirrorless camera, Sony E Pz 18-105 mm F4 G OSS lens and photoshop cc 2020 and corel draw 2019 applications.

## b. Design

At this design stage, the author began to design a photo book that featured fashion photography on one of the dancers created by Zapin in the city of Batam. Then the author designs a storyboard layout from a photo book that is needed in the design process. In making the concept the author uses a square layout with a size of 21x21 cm on the front cover, the contents of the photo book, and the back cover.

The storyboard in the image below.  
front cover

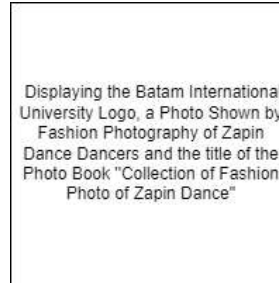


Figure 2. Photo Book Front Cover Contents of photo book

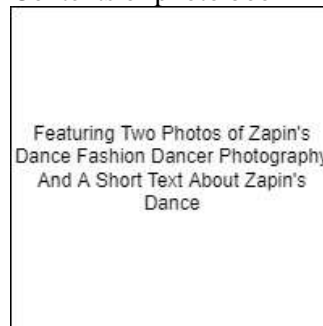


Figure 3. Contents of Photo Book on Page 1



Figure 4. Contents of the Photo Book on Pages 2, 3, and 4

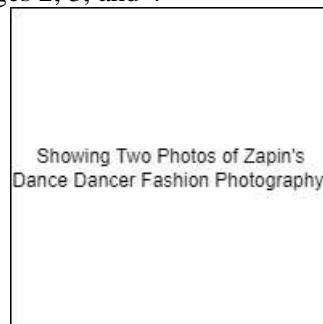


Figure 5. Contents of Photo Book on Page 5

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Figure 6. Contents of Photo Book on Page 6



Figure 7. Contents of Photo Book on Page 7, 8, and 9

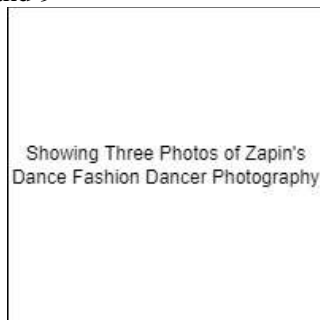


Figure 8. Contents of Photo Book on Pages 10, 11, 12, and 13

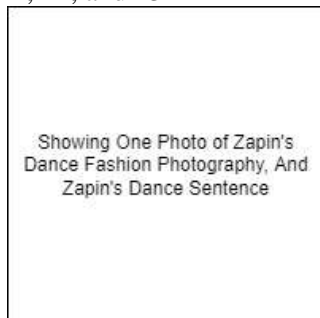


Figure 9. Contents of Photo Book on Pages

14

Back Cover

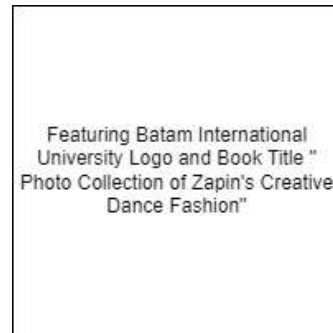


Figure 10. Back Cover

## c. Material Collecting

The collection of materials used in the design process is in the form of several photos that the author has collected from one of the dancers created by Zapin in Batam. The results from the documentation will be used to design a photo book featuring fashion photography for one of the dancers created by Zapin in Batam.

## d. Assembly

In the process of making a photo book, each photo that has been collected will be combined. The creation and design of this photo book was compiled based on a previously designed layout, and the application of some of the photos was edited using the Adobe Photoshop cc 2020 and Corel Draw 2019. The steps for compiling the photo book began with editing the front cover of the photo book which would display the International University logo. Batam, one of the photos of the dance dancers created by Zapin in the city of Batam and also the title text in the photo book. On the back cover of the photo book which will display the Batam International University logo, as well as the title text on the photo book.

## e. Testing

At this testing stage, the writer will ask a few questions to one of the dancers created by Zapin in Batam, whether the results of making a photo book can provide information and attract everyone to know about fashion photography for dance dancers created by Zapin in Batam. Here

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will be asked 5 questions and will be asked directly to each individual.

## f. Distribution

The results of the design of a photo book with the title "Collection of Zapin Dance Fashion Photo Collection" that have been printed will be given to Batam International University as a medium for storing information about fashion photography for dance dancers created by Zapin in Batam.

## Result and Discussion

This photo book was created to provide information and attract public interest in fashion photography for dance dancers created by Zapin in Batam.

### Front Cover



Figure 11. Photo Book Front Cover

In this section is the front cover of the photobook. It can be seen that there is the Batam International University logo, a photo of fashion photography of dance dancers created by zapin along with the inscription of the book title " Photo Collection of Zapin's Creative Dance Fashion Photo"

### Contents of Photo Book

In the layout section, the contents of this photo book will show the contents of each page of several photos of fashion photography for dance dancers created by Zapin in Batam. Each layout has a variety of photo sizes as well as several text sizes which make for interesting pages to look at.

It can be seen that the photos were taken in the Engku Putri square.



Figure 12. Contents of Photo Book on Page 1



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Figure 13. Contents of the Photo Book on Pages 2, 3, and 4



Figure 14. Contents of Photo Book on Page 5



Figure 15. Contents of Photo Book on Page 6



Figure 16. Contents of Photo Book on Page 7, 8, and 9



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Figure 17. Contents of Photo Book on Pages 10,11, 12, and 13



Figure 18. Contents of Photo Book on Pages 14 Back Cover



Figure 19. Back Cover

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The results of the design of a fashion photography photo book for dance dancers created by Zapin in Batam are printed.



Figure 20. Printed photo book

## Conclusion

photo book design research conducted by the author, the author draws the conclusion that this research can provide information and be able to attract the public to get to know fashion photography on dance dancers created by Zapin in the city of Batam. Photo books that are packaged with a simple display and various layout views on each page can give everyone an impression that is not boring and the contents of each page have several photos and there are short writings so that it is easy to understand every message conveyed by the author.

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