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DESIGNING THE OLD VILLAGE PHOTOBOOK IN BATAM CITY
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ABSTRACT

Old Village is a group of houses that functioned as a neighborhood where the original residents of the city of Batam lived before 1970 when Batam was built, which contains historical, local culture and religious values. The city of Batam has a history that is quite unique, when the city of Batam was growing, the original residents were like being eliminated and set in several different areas, the location of the residents of Batam was also mentioned as Old Village, for example Old Village Bengkong Laut. Bengkong Laut Old Village is very much bricked and has different and unique stories. Batam residents is also not familiar with the Old Village in Batam. The purpose of this research is to introduce Old Village to the public using a photobook. This photobook contains a collection of information about Old Village such as traditions, activities, food and the atmosphere of the place. In the process of designing a photobook, the author will use the Adobe Photoshop CC 2020 application to design photoshop. The author uses interview data collection techniques, location observations and also image documentation. The result of the implementation of this research is a printed photobook with a size of 20x20cm which contains photos for the introduction of the Old Village tradition. With this photobook, it is hoped that the people of Batam will know more about its history and add insight to the history of Old Village in Batam.

Keywords: *Batam City, Adobe Photoshop CC, Photobook, Old Village*

INTRODUCTION

A photo book is an approach to storytelling by using several photos and additional text to explain the context or background. Photographers are storytellers, photographers must be able to speak well and focus so that the series of photos can maintain direction and meaning. Photo stories have a strong, focused, and creative impression that emerges from a photo story that is stronger than a single photo because the reader follows the story from opening to closing and gets an immersive experience. The power of this impression arises because the story photo is born from an idea that has been carefully thought out and photographed with good preparation. The intended focus is not the focus of the lens optics, but the story (Kusuma, Nasrulloh and Bangsawan, 2019).Wide shot, better known as "long shot" which is usually a photo from a distance so that the object being photographed can be displayed as a whole so that you can clearly see the whole object. It's not just the whole object that is taken, but the atmosphere around the object that adds aesthetic or aesthetic value to a photo. Long shots convey the interaction of the subject interacting with a wider area around him (Widodo, 2018).Photobook design is one of the right media because it aims to make local residents or tourists from outside Batam more familiar with the history of Batam city by targeting people who want to know clearly the history of Batam and this book features pictures and photos to make readers interested and not bored with books containing many writings so that readers can read and know the history of Batam. Old village is a group of houses that functioned as a neighborhood where the original inhabitants of Batam city lived before 1970 when batam was built, which contains historical, local culture, and religious values. Batam City is the largest city in the Riau Archipelago Province, Indonesia. The original inhabitants of Batam are ethnic Malays with the main occupation as fishermen, because the position of the Batam area is surrounded by the ocean. Time after time the city of Batam is growing rapidly creating many

new jobs which attract many newcomers to live in Batam. The number of immigrants is directly proportional to the development of new residential areas, this is what makes it seem as if the original residents (the residents of Old Village) are excluded (Putra, 2019).Each city has a different history and has its own characteristics. The city of Batam has a quite unique history, when the city of Batam was developing, the original residents were like being eliminated and set in several different areas, the location of the Batam residents was also mentioned as old village. This old village is very much in Batam and has a different and unique story. Based on the above background, the author will design a final project entitled "Designing the Old Village Photobook in Batam City". With the design of this photo book. With the hope that it can be used as a source of historical information in Batam City for local residents and tourists to find out about the history of Batam City.

LITERATURE REVIEW

In this study with the title "Designing the Old Village Photobook in Batam City" is based on several studies that have been carried out previously as follows: This research was made by Marsudi, (2020), entitled "Designing a Photobook of Natural Tourist Attractions in Surabaya" which uses an applied method. This study uses the method of observation, interviews, and documentation. This research aims to introduce tourist attractions in Surabaya so that they are known and provide information to the public. The results of this research design through the design stage using landscape photography techniques, the theme is very much in demand by many people. And through the creative concept stage with a simple and modern design style on the cover. Creative strategies to introduce and promote the beauty of natural tourist attractions in the city of Surabaya. This design was edited using Adobe photoshop software. This research also has supporting media such as posters, bookmarks and social media.

This research was made by Muhammad, Heldi and Kamal, (2019), entitled "Designing the Old City Padang Exotic Photobook" which uses the 5W+1H analysis method. This study aims to explore the historical value and evidence of the legacy of the glory of Padang Kota Lama so that people know more about it. This study uses a design with interview data collection methods, observations, and documentation. And also uses secondary data. This research uses a photobook design method using a glassbox. This research also goes through the stages of creative goals, creative strategies and also creative programs. This study also has supporting media, namely, bookmarks and posters. This photobook design uses simple and modern typography and layouts.

This research was made by Agusnadi and Suwardikun, (2018), entitled "Design of the Bandung City Thematic Park Photo Book" which uses qualitative methods, collecting data from observations and interviews. This research has a design concept using wide-view or close-view photography techniques, the photos taken are photos that characterize thematic gardens, so that differences can be found between one park and another. This research was made by Utari and Andreas Rio Adriyanto, S.E., (2019), entitled "Design of Traditional Art Photo Books in Kebumen Regency" which uses the Library study data collection method, then uses the observation method and the interview method. The results of this study are books with a scientific and formal language style that provides information related to traditional arts with a design concept that is intended to inform readers about the various types of art in Kebumen and invite students to recognize and know art. This research uses full shot and still life photography techniques and also uses close up and full shot techniques for art tools. This research was conducted by Prasetyo, Banindro and Yulianto, (2018), entitled "Designing a Photography Book on the Natural Beauty of Ora Beach, Central Maluku with Panoramic Photography Techniques" using the SWOT method. The purpose of this study is to introduce Ora Beach to the public in order to get

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people's interest to visit Ora Beach. This study uses a panoramic photography technique that emphasizes photos that feel very wide and can show the entirety of the object. Based on these studies, the author will conduct a photobook design with a design technique as done by (Marsudi, 2020), and (Muhammad, Heldi and Kamal, 2019). 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 (Agusnadi and Suwardikun, 2018), (Utari and Andreas Rio Adriyanto, S.E., 2019), and (Prasetyo, Banindro and Yulianto, 2018). The author will also use Adobe photoshop tools or software as done by (Marsudi, 2020). Thus, we get a conclusion as the main basis in starting the design to design a photobook.

RESEARCH METHODOLOGY
Research Flow

This research will go through several stages, namely planning, data collection, design, development and approval. The following research flow serves to explain each stage carried out by the author, from the beginning of the design to the end of the design. The stages of implementing the design are shown in Figure 1 below:
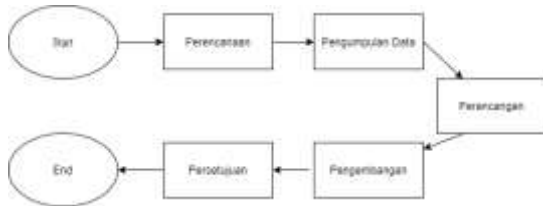

Figure 1. Research Flow
Source: Marsudi, (2020)

In the process stages above, the process of research flow is described in the following stages:

A. Planning Stage
Planning is the first stage to be carried out. This stage aims to get ideas for making Photobooks. This stage is done so that the process of designing a photo book can be seen clearly.

B. Data Collection Stage
In the data collection stage, the data that needs to be obtained is about the old village. Where data collection activities include interviews, observations, and documentation.

C. Design Stage
At this stage the design will be carried out on the photo book, the design will be done by combining all the data that has been collected. The photobook will be designed based on the specified plan. After the Photobook design is complete, it will be validated by the supervisor.

D. Development Stage
The next stage is the development stage, at this stage the images that have been taken at the time of data collection will be selected. If there is an image that is considered unattractive, then the image will be edited. So the image will be more interesting to look at. Then the results of the design will continue to be revised until they meet the criteria of the supervisor.

E. Approval Stage
At this last stage, the author will do the printing for the photographic essay book that has been designed and has been revised and evaluated by the supervisor so that it is certain that he will not make any further changes.

APPLICATION INSTRUMENT DESIGN
In carrying out this design process, the author will use Adobe Photoshop CC 2020 software, and take pictures using Canon EOS5D MARK.

The tool used to support the design of this photography essay book is a computer with the following specifications: Processor Intel®CoreTM i5-10400F (6 cores), 16GB RAM, 512GB Samsung M.2 NVME, VGA NVIDIA Geforce RTX 2060 6GB GDDR6, and Operating Windows 10 Home 64-bit system.

METHODS OF ANALYSIS AND DATA COLLECTION

The method of analysis and data collection used in this research is the R&D (Research and Development) analysis method (I. Prasetyo, 2018) which includes the analysis stage carried out before the design, namely the primary and secondary data methods. The following describes the analysis and data collection methods used:

A. Primary data

In this design work, the primary data collection process was obtained through interviews, observation and documentation. Used to obtain information and documentation on the design of the Kampung Tua Photobook in Batam City. What is obtained is related to old buildings which are evidence of historical relics and past glory.

B. Secondary Data

Additional data for the design required secondary data through the website.

C. Research and Development

The R&D analysis method was used in this study to design a photobook. The steps that must be taken are as follows:

1. Develop Instruments
   The first step in this research is to make the right interview to avoid confusion.
2. Determine the research sample
   This step determines the size of the research sample as needed.
3. Perform data collection
   In this step, the authors take data from distributing or sending questionnaires to research respondents through interviews.
4. Perform data analysis
   After collecting data, the writer analyzes the data depending on the problem and the research design used.
5. Data interpretation
   In this step the author interprets the data from the analysis
6. Make a report

In this last step, the author makes a report that is made as a stepping stone for researchers in developing this design.

DESIGN METHOD

In the design stage of this photobook, the images and information that will be included in this book are the most important part. Therefore, the design will be carried out on the photobook, the design model can be seen in Figure 2 below:
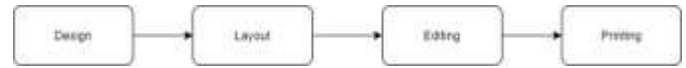

Figure 2. Process Design Stages to Finalization.

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

A. Design

At this stage, what will be done for the design of the photobook is to collect the images that I photographed and will be selected for processing to the design stage.

B. Layout

At this stage, we will use an attractive and simple layout. Using typography fonts that have a relaxed impression in a minimalist and simple design.

C. Editing

At this editing stage, it will be adjusted to taking photos and will be edited if you have the photo which is considered less attractive using Photoshop software.

D. Printing

The last stage is, the author will print on the results of the Photobook design that has been made. The photographic essay book will be printed on a hard cover with a size of 20 x 20 cm.

RESULT AND DISCUSSION
Research & Development Stage

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

Table 1. Results of Survey

No	Nama	Umur	Asal Daerah	Kebutuhan tentang photobook kampung tu...
1	Felix Irvanka	21	Batam	Y
2	Rudiyanto	28	Batam	Y
3	Bryan Tan	21	Batam	Y
4	Eddy	24	Batam	Y
5	Jhenson	21	Batam	N

Based on the results above, it can be concluded that 80% of respondents need a photobook of old village to get to know Bengkong Laut old village in Batam City. These results also indicate that the average respondent is in the relatively young age of 23 years. also, all of the respondents came from Batam. and only one person stated they didn't need a photobook. Thus it can be stated that most of the respondents have agreed to get the Kampung Tua photobook as a way to obtain information about Bengkong Laut old village in Batam City.

Planning Stage

At this stage, the author has compiled the concept and contents of the photobook. The concept planned in making this photobook uses an attractive and simple layout, different photo-taking techniques and interesting camera angles. This photobook is designed to make people more aware of the old village of Bengkong Laut in Batam City.

Data Collection Stage

At this stage, the author has collected the necessary data by interviewing 2 respondents, observing for 1 month and doing photo documentation in the old village. The results of the interviews conducted can be shown in the following table:

Table 2. Result of Interview

No	Nama Responden	Informasi	Lokasi
1	Pak Anja	-Permainan Sepak Bola	-Lapangan Sepak Bola
		-Permainan Bola Voli	-Lapangan Bola Voli
		-Pendidikan yang tersedia	-Sekolah
		-Kebun Hidroponik	-Tempat Kebun
2	Pak Haji	-Tempat Wisata	-Golden City
		-Tempat Beribadah	-Masjid
		-Makanan	-Toko Makanan

Designing Stage

At this design stage, the author has made a design and layout that is as desired by the author. Taking photos that have been done in the previous stage will be in the editing stage. The editing stage will be carried out with the Adobe Photoshop CC2020 application with a size of 20 x 20cm based on the layout that has been determined in the previous stage.
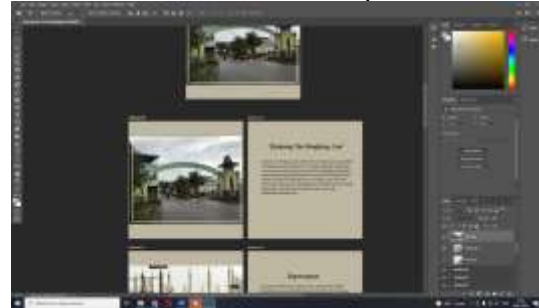

Figure 3. The process of editing pictures

Approval Stage

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

CONCLUSION

In the report entitled "Designing the Old Village Photobook in Batam City", the following conclusions can be drawn:

1. The results of the research and development method show that 80% of people need a photobook to get to know Bengkong Laut old village in Batam City.
2. The purpose of this photobook design is to be able to introduce the old village in Batam City to the local community and also Batam City visitors.
3. To make a photobook about the old village, it takes several steps, namely conducting research through interviews with the people of the old village, observation and documentation as well as designing.

4. The result of this design is an old village photobook that can introduce Batam people to be more familiar with the history of the old village in Batam City.

LIMITATION

There are several things suggested by the author, including:

1. It is expected to make photobooks for other old villages in Batam City.
2. It is expected to create a website about the old village to suit current technological developments.

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menyampaikan,terlalu kalah dengan area sekelilingnya.