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DESIGN AND DEVELOPMENT OF STREET CULINARY PHOTOBOOK IN SEKUPANG DISTRICT, BATAM

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ABSTRACT

Batam City is a city that is engaged in industry, therefore many tourists visit. The fast culinary business in Batam City is very developed, because with a strategic location and rich in marine products. Business in the culinary field in Batam City takes various forms, in terms of place and the creativity of the UMKM. So that business competition in the culinary field is increasing, one of which is Street Culinary in Sekupang District, Batam, which is a business engaged in the culinary field. Street Culinary sells a variety of regional cuisine, with a strategic location and affordable prices. This activity aims to increase market share and provide information to the public about Street Culinary in Sekupang District, Batam. The final result of this research is a Photobook to promote the Foodcourt culinary business in Sekupang District, Batam. This photobook design uses Adobe InDesign 2020 Software and uses the Multimedia Development Life Cycle method which consists of 6 stages, namely concept, design, collecting material, assembly, testing, distribution. Therefore, the design and development of the Street Culinary Photobook in Sekupang Batam District is used as a medium of information to introduce its culinary.

Keywords: Photobook, Culinary, Batam City.

INTRODUCTION

Batam is the largest city in the Riau Islands Province, Indonesia. According to the Batam City Central Statistics Agency, the population in Batam in 2015 was 1,037,187 people. A very strategic location makes visitors from abroad and within the country make Batam an attractive vacation destination (Adrial, Meldra, and Firda 2018). Batam City also has

a culinary tour called the Food Court, where all regional and foreign cuisines are available. There are various culinary delights in the food court, one of which is in the Sekupang sub-district. Based on the explanation above regarding culinary tourism in the city of Batam, it is necessary to have information media that contains the culinary picture. The media of information that is of great interest to

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the public is Photography. Photography is the process of painting or writing that uses light and can display an image through an object, by recording the reflection of the light and then producing an interesting image (Wahyudi and Arumsari, S.Ds. 2019).

Multimedia is a combination of text, audio, graphics, photos, video and animation by combining tools and links to navigate, communicate, and interact. Multimedia can help convey information by being used in various fields effectively. One of the multimedia elements that is often used in various fields is a photo. In the world of photography, you can provide information by sharing images through digital or print media (Rochmawati 2018).

The goal of Food Photography is to make food as attractive as possible in the form of images in a book, the advantages of lasting longer and being more integrated. A photography book design can provide a message and information and create an inspiration for its readers (Adiputrie and Adriyanto 2017).

Photographic works can be presented in the form of a book called a photobook. Photobooks can be used as a culinary promotion medium in

Sekupang District, Batam (Marsudi, S.Pd. 2020). Photobooks are modern photo albums that can be designed first and then printed in book form. This is because media such as Photobooks are still not available for Street Culinary. A Photobook can present or convey information about the topic proposed in a photographic work of art (Tendean, Tanudjaja, and Kurniawan 2019).

This study uses the Multimedia Development Life Cycle (MDLC) method. (Purnawati, Nugroho, and Prakoso 2021). Multimedia Development Life Cycle (MDLC) is a method that is engaged in the development of multimedia software. This method consists of 6 stages, namely, Concept is the initial stage which has the aim of making a Photobook. Concept, Design, Material Collecting, Assembly, Testing, Distribution (Prasetyo and Steny 2021). Therefore, the author wants to make a research entitled Design and Development of a Street Culinary Photobook in Sekupang District, Batam.

This research was created by Wahyudi and Arumsari, S.Ds. (2019) is the main journal that becomes the author's reference for designing culinary photobooks. This research is

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an applied research entitled The Design of Sundanese Culinary Photography Books in Bandung City. The tourists who visit the city of Bandung do not know the typical Sundanese cuisine, and do not have information media in the form of photography books. This study aims to provide information to the people of Bandung in particular, who document Sundanese culinary in the form of a photobook. The photography book uses white Copenhagen paper, with a Hard Cover of 86 pages. This research uses observation and interview methods, namely to find out Sundanese culinary in Bandung. The final project entitled "Designing Sundanese Culinary Photography Books in Bandung City" aims to make the public aware of the design of Sundanese culinary photography books that have been made by the author.

This research was created by Prasetyo and Steny (2021) is an applied research entitled Design of Photo Books as a Media to Introduce Hangout Places in Batam City Using the MDLC Method. Photobooks or photobooks are information media that are one of the high-value documenting photography. In designing this photo book, the author

explains the description and characteristics of hangout places in Batam City. In this study using hardware in the form of a Nikon camera and Adobe Photoshop CS6 software. In the process of designing this photo book, the author uses the method (Multimedia Development Live Cycle (MDLC). The results of the development of the photo book are expected to provide information to readers to choose a hangout destination in Batam City.

This research was created by Marsudi, S.Pd. (2020) is an applied research entitled Photobok Design of Natural Tourist Places in Surabaya. Aims to introduce and promote to the public about natural tourism in Surabaya. This study presents information about natural tourism in Surabaya with a book entitled Photo Landscape Surabaya. The supporting media for this research is a poster with A4 size printed using 230 gr Art Paper which contains the title of the poster and an example of a Photobook, a bookmark measuring 3x23 cm. This study uses qualitative research methods, namely observation, interviews, documentation, and validation. Photo editing techniques using the Adobe Lightroom Software application. The

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result of this design is a Photobook album, which is printed on 230 gr Art Paper, with a size of 20 x 20 cm, and is presented with a Hard Cover volume. Used as a promotional media, and increase public understanding of nature tourism in Surabaya.

This research was created by Adiputrie and Adriyanto (2017) is an applied research entitled Designing a Photobook of 10 Makassar Culinary Icons. This design aims to introduce the rich culinary culture of Makassar. This research combines the Human-Interest and Close-Up techniques related to the object of research. So that the brightness level of the photo has a clear and dramatic filter effect, but still maintains the original color of each dish. This study uses qualitative research methods and comparison matrix analysis as analytical methods. The results of this study are in the form of a Photobook that is tailored to the target age of 20-40 years, using the "Visual Story Telling" approach.

This research was created by Widyawati and Patria (2021) is a research entitled Design of Sekardangan Batik Book as a Media for Cultural Preservation of Sidoarjo Regency. This design aims to document various Sidoarjo batik motifs and provide information about

the concept and process of designing a batik book. This design uses Adobe Photoshop and Adobe Lightroom software and then Adobe InDesign to compile the book layout. The method used is descriptive qualitative by collecting primary data such as interviews, observations, documentation, and secondary data as literature sources. The results of this design are divided into 2 stages, namely in the form of Soft Files and Hard Copy.

PROPOSED INNOVATION

A photography book is a book that contributes to a content. In a photography book or what is known as a photobook, it is an old promotional medium. A photography book design can provide a message and information and create an inspiration to the readers. In this research, the focus is on distributing Food Photography through a book, namely the Culinary Photobook. Photobooks are modern photo albums that can be designed first and then printed in book form. Books have a function to convey information in the form of stories, reports, knowledge, and others. Designing a Photobook uses several steps such as, selecting the appropriate image, selecting an image for each page with a single

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theme, and being able to add text for readers and instantly find out complete and credible information about an image.

In the development of this Photobook project, starting from choosing a concept, then determining the layout design to compose images and themes in the book. Next, the author chooses the title of the book, then adds the Batam International University logo, the author's name, npm, and the name of the supervisor. In each page of the book, text about the culinary will be added, and the layout of the contents of the book will be determined for each page. The author uses 5 simple fonts, namely Dehuti, Munson, Times New Roman, Blockgraphy, Americana Std. Furthermore, when it is ready to be designed, it will be printed in the form of a Photobook with the title Street Culinary. The contents of the Photobook are printed on 100gr Matt Paper paper with A4 size (210mm x 297mm), and are presented with 250gr Cover Art Paper volumes. The final result of the Photobook will be distributed to Batam International University as a medium for storing information about Street Culinary in Sekupang District, Batam.

The design of the Street Culinary Photobook is as a medium of information for tourists or the public, especially Batam City. This study aims to introduce Street Culinary in Sekupang District, Batam.

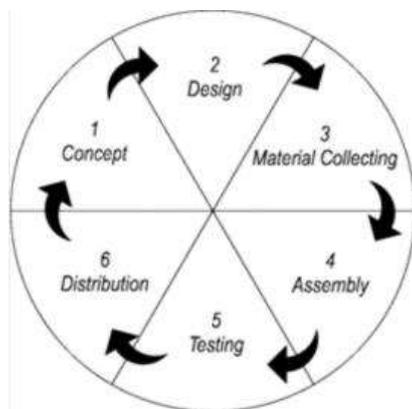
METHODS

In conducting the analysis before the design process is carried out, the authors carry out the analysis stages using the Research and Development methodology, in order to find out information about the need for the existence of a Street Culinary Photobook in Sekupang District, Batam. The methodology used is based on research from previous researchers (Gustiani 2019).

The author uses the Multimedia Development Life Cycle (MDLC) method. This method has 6 stages, namely, Concept (conception), Design (design), Material Collecting (collection of materials), Assembly (manufacturing), Testing (testing), and Distribution (distribution). according to Prasetyo and Steny (2021) This method has 6 stages that help the author carry out the research.

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Gambar 1. Multimedia Development Life Cycle (MDLC)
Source: (Prasetyo and Steny 2021)

The following is an explanation of the 6 stages of the Multimedia Development Life Cycle (MDLC) method in designing Street Cuinary Photobooks in Sekupang District, namely:

A. *Concept*

In the Concept Foodcourt stage in Sekupang District it became one of the research topics, due to the lack of information about culinary in the form of Photobooks. Various culinary delights from various regions are available at the Foodcourt in Sekupang District, Batam, therefore the concept of designing a Photobook will show or document some of these culinary delights. The software and hardware used in this study were a Canon EOS 200 D DSLR camera and a Fujifilm xs 10 camera and used Adobe InDesign CC 2019.

B. *Design*

At the Design stage, the design of this photo book uses a storyboard as

an initial picture to make designing easier. The description of the storyboard is as follows:

1. Front and back cover display



Figure 2. Front and back cover views

On the front cover display will display various culinary photos in the form of Landscape as an opening with the title Photobook, and the back cover will show thanks to the supervisor and those who helped in the research.

2. Display the contents of the book

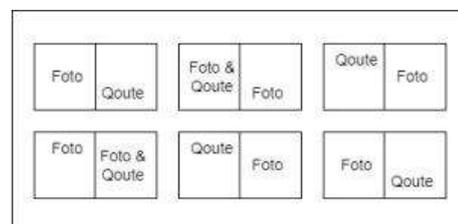


Figure 3. Display of the contents of the book

The inside of the Photobook contains culinary photos from the beginning to the end with quotes in it. With shooting techniques, namely frog eye, medium shot, long shot, and eye angle.

3. Display at the end of the page

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Figure 4. Final page view

On the last page of the cover of this photo book, there is an acknowledgment of thanks to the supervisors and friends, who helped the author in the research and design of the Street Culinary Photobook in Sekupang District, Batam to completion.

C. Material Collecting

Collecting materials that have been done and selected according to the criteria needed in the design of the photobook. The following is a collection of images in the design of the Street Culinary Photobook in Sekupang District, Batam, including:

1. Asset

Here are some pictures that have been documented in the design of the Street Culinary Photobook in Sekupang Batam District, namely culinary photos at the Tiban Foodcourt in Sekupang Batam District.



Figure 5. Culinary Photo Assets

D. Assembly

At this stage the author will combine the assets that have been collected and selected. The design of the Street Culinary Photobook Layout in Sekupang District Batam is designed based on the Storyboard that has been made, Photobook editing using Adobe InDesign CC 2019 Software. An explanation of the editing process below is as follows:

1. Front and back cover editing stage



Figure 6. Editing the front cover

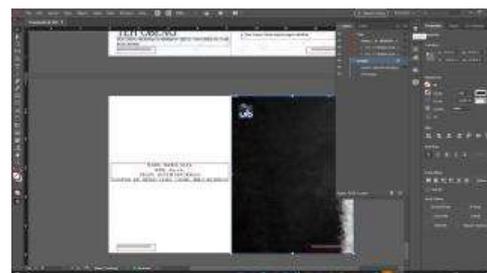


Figure 7. Editing the back cover

In the editing stage, the front and back covers of the Street Culinary Photobook in the Sekupang sub-district, Batam, display a background with a kitchen spice theme with the additional title Street Culinary on the front cover.

E. Testing

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At this stage the printed book will be tested by interviewing the community around the Tiban Foodcourt, to find out the opinion of the respondents with the photobook.

F. Distribution

After the Street Culinary Photobook has been printed, it will be given to the supervisor and Batam International University as a medium of information in the project in Sekupang District, Batam. The results of this study are in the form of Photobooks as a medium of information about Street Culinary in Sekupang District, Batam. The contents of the Photobook are printed on 100gr Matt Paper paper with A4 size (210mm x 297mm), and are presented with 250gr Cover Art Paper volumes. The following is a product display of the Street Culinary Photobook design in Sekupang District, Batam.



Figure 8. Street Culinary Photobook



Figure 9. Front and Back Cover Views

The front cover displays a photo of kitchen spices with the addition of the Batam International University logo icon in the middle, entitled the Street Culinary book with Blockgraphy font, font size 48pt and text By Maria Ulfa font size 18pt with white text color.

Daftar Isi	
Ayam Geprek...	4
Ayam Kremas...	6
Ayam Puyuh...	8
Ayam Picing...	10
Bakso Cikanan...	12
Bami Daging...	14
Ebi Puyuh Jui...	16
Lenteng...	17
Pisipuk...	18
Prawa...	21
Pasta Prawn...	23
Sop Cakri...	24
Soto Medan...	25
Tahu Cakung...	26
Penutup...	27

Figure 10. Display of table of contents

At the beginning, the contents of the Photobook show the title Street Culinary By Maria Ulfa and a list of the culinary contents. The table of contents text uses the Average Sans font, font size 12pt and the right page contains the title text with the Americana Std font, font size 24pt. All text in black on a white background themed kitchen spices.

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Figure 11. Display of the contents of the book

On the second page, it displays a complete culinary geprek jogja that is typical of the city of Yogyakarta, and its place. In the Geprek jogja writing, the Dehuti italic font, the Geprek font size 18 pt, orange black, and Munson text font size 12 black.



Figure 12. Display of the contents of the book

On the second page, it displays a complete culinary geprek jogja that is typical of the city of Yogyakarta, and its place. In the Geprek jogja writing, the Dehuti italic font, the Geprek font size 18 pt, orange black, and Munson text font size 12 black.

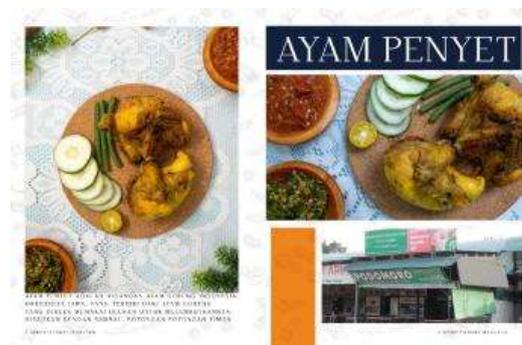


Figure 13. Display of the contents of the book

On the next page, it displays the culinary of Ayam Kremes, Bang Sukdi and a photo of the place at the Tiban Foodcourt. In taking food pictures using the Bird Eye View technique to make it look wider using the Dehuti font and the Munson text font size 12 black text.

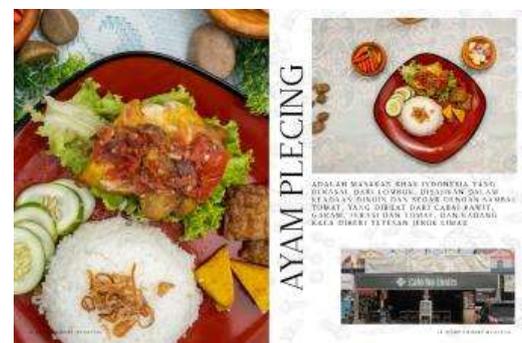


Figure 14. Display of the contents of the book

On the fifth page displays the famous plecing chicken uduk rice at Cafe No Limits. The technique of taking pictures on the right page uses Bird Eye View and on the left page with Zooming so that the food is clearly visible. For shooting location techniques using Extreme Long Shot (ELS), by prioritizing the surrounding environment

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and this makes an object look smaller. On the fifth page displays the famous plecing chicken udud rice at Cafe No Limits. Using Dehuti font, chicken plecing font size 18 pt black, Munson text font size 12 black text.



Figure 15. Display of the contents of the book

On the sixth page, there is a photo of PSG's grenade meatballs which have chili filling in the meatballs. On the right page using a shooting technique, on the right using Bird Eye View so that the meatballs are clearly visible, with the title Meatball Grenade using Dehuti italic font, Meatball grenade font size 18 pt orange, Munson text font size 12 black. On the left page only shows the outside view of the full one page food.



Figure 16. Display of the contents of the book

The seventh page shows photos of food from Cafe No Limits, namely the fried squid menu. On the right page using a shooting technique, on the right using Bird Eye View so that the squid can be seen clearly. On the left page there is the title of stir-fried squid and an additional description of the food. using Dehuti font, black squid oseng font size 18 pt, Munson text font size 12 black text.



Figure 17. Display of the contents of the book

The eighth page features the typical green banana ice from Makassar, wrapped in an omelette filled with bananas and sprinkled with red syrup. Using Dehuti font, es banana ijo font size 18 pt black, Munson text font size 12 black text.

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Figure 18. Display of the contents of the book

On the ninth page, there is a photo of the typical food of the Riau Islands, namely luti gendang which is a typical souvenir of Batam. The next page displays PSG's signature meatball chicken noodles. Using the Dehuti font, the font size is luti gendang 14 and the mie ayam basko 18 pt black, the text is Munson font size is 12 is black.



Figure 19. Display of the contents of the book

On the tenth page displays the typical Palembang food, namely Pempek pelembang which is commonly called pempek submarine. Using the Dehuti font, Pempek font size 18 pt black, Munson font text font size 12 black.



Figure 20. Display of the contents of the book

The eleventh page displays photos of food, namely pizza prata and typical beef prata at Amir Prata. Using Dehuti font, preview font size 14pt and pizza preview 18 pt black, Munson text font size 12 black.

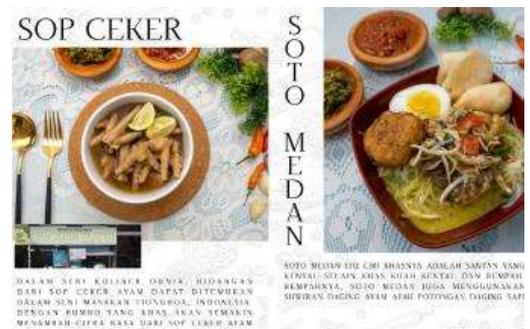


Figure 21. Display of the contents of the book

On the twelfth page, there is a photo of chicken claw soup which can be found in Chinese art. And on the next page displays a typical Medan food, namely Soto Medan with corn cakes on it. Using the Dehuti font, the font size of Sop Ceker horizontally is 18 pt and Soto Medan vertical is 18 pt in black, the text is Munson, the font size is 12.

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Figure 22. Display of the contents of the book

On the fourteenth page displays a typical drink from Batam City, namely tea screwdriver which is the same as iced tea. Dehuti font, tea screwdriver font size 18 pt black, Munson font text font size 12 black. The next page thanks using the

The results of the Research and Development analysis that was carried out from November to December 2021 in

Tabel 4.1 Hasil analisis *Research and Development*

NO.	Shop Name	Owner	Information media needs	Merchandise introduction needs	More customer needs
1.	Ayam geprek jogja	Eko	Yes	No	Yes
2.	Ayam & bebek kremes	Sukdi	No	Yes	Yes
3.	Podomoro	Edo	Yes	Yes	Yes
4.	Cafe No limits	Sindi	Ya	No	Ya
5.	Bakso PSG	Intan	Yes	Yes	Yes
6.	Luti gendang	Riski	No	Yes	Yes

Average Sans font, font size 12 pt black.

NAMA: MARIA ULFA
NPM: 281201
PRODI: SISTEM INFORMASI
DOSPEN: DR. HENDI SAMA, S.KOM., M.M.F. BUSINESS

Figure 23. The final view of the page

On the last page displays the name, npm, study program, and supervisor using Dehuti font, font size 18 pt in black.

5 foodcourts in the Sekupang sub-district, Batam, can be shown in the following table:

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7.	Pempek orange	Ida	Yes	Yes	No
8.	Amir prata	Aldo	Yes	Yes	Yes
9.	Sop Ayam klaten	Jaya	Yes	Yes	Yes
10.	Ayam Kremes 42	Dewi	Yes	Yes	Yes
Total			Yes (8) No (2)	Yes (8) No (2)	Yes (9) No (1)

Based on the results of information from interviews conducted, who feel the need for information media are 80%, while those who do not feel the need for information media are 20%. Likewise with food stall owners in the Foodcourt who feel the need for merchandise introduction as much as 80%, while those who do not feel the need for merchandise introduction are 20%. Furthermore, the results of the need for more customers are as much as 90%, while those who do not feel the need for more customers are as much as 10%. So the author can conclude that the design of this Photobook can be used as a medium of information to introduce the culinary Foodcourt in Sekupang District, Batam.

LIMITATIONS

1. In the process of observing Street Culinary in the sub-district of Sekupang, batam, the writer collected data to be documented, however, he encountered

it can be seen that the owners of food stalls in the foodcourt rain problems where it was difficult to document the location. Therefore, the author must postpone the time to collect culinary data to be documented.

2. Lack of Street Culinary customers due to the pandemic and causing a lack of information media about culinary in Sekupang District, Batam.
3. In designing the Photobook, there are several culinary images that do not match the layout, so the author has difficulty in printing the Photobook and rearranging the layout of the Photobook.

FUTURE WORK

The design and development of Photobook Street Culinary in Sekupang District, Batam is a medium of information about culinary that may have advantages and disadvantages. Some of the propositions are as follows:

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1. This research is a must in future schemes to find a better design for the next photobook.
2. The editing process can be added using some software to design a photobook.
3. The design and development of photobooks regarding culinary in the future can use videos to make it easier to enjoy.

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