

Visual Asset Design Promotion Ciwidey Gambung Tea Plantation Agrotourism Area

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Abstract Agro Tourism The Gambung Ciwidey tea plantation is one of the agrotourism in Bandung Regency. This agrotourism is located in the Gambung tea plantation. It is unfortunate with the many potentials there but not many people know about the existence of this agrotourism. It is necessary to design a promotion with effective media, so that the public knows the whereabouts of this place and is interested in visiting the Ciwidey Tea Plantation Agro Tourism. The obstacle faced by Gambung Ciwidey Tea Plantation Agro Tourism is the lack of promotional media used, as well as limited information.

In solving this problem, researchers will use promotional material through the medium of photography. Where photography techniques will be used in taking photo objects with composition techniques such as symmetrical composition, the rule of thirds, and the golden rule.

It is hoped that the promotion of this material can contribute to the community in the Gambung tea plantation which requires promotional materials to introduce the Gambung Ciwidey tea plantation agrotourism widely to the public and invite tourists to visit this place.

Key word : Promotion, Photography, Agrotourism

1. Introduction

Agro-tourism is one of the potential tourism business fields in Indonesia, based on the concept of agriculture and plantations, supported by geographical position and supporting natural conditions to become tourist destinations [1]. The Gambung Ciwidey tea plantation is one of the agro-tourism areas in Bandung Regency. This agrotourism is located in the Gambung tea plantation. But it is unfortunate with the many potentials there but not many people know about the existence of this agrotourism.

An appropriate and effective promotional design is needed, so that tourists and the people of Bandung and also

other communities become aware of and interested in visiting the Gambung Ciwidey Tea Plantation Agro Tourism.

From the results of observations and visits to this place, the obstacle faced by Gambung Ciwidey Tea Plantation Agro Tourism is the lack of attractive promotions, still few promotional media have ever been used. Another thing is the lack of constraints and the lack of financial assistance from related agencies to develop this area. So that needed help and support from outside parties to create promotional materials where tourism activities are expected to increase tourism visitors and ultimately be able to lift the economy of the community in this area.

For the design of this promotional material, photography media was chosen because this media is a medium that can be applied to the promotion activities of Gambung

Ciwidey tea plantations through both print and digital media. With photography it is hoped that information can show some agro-tourism areas in order to get more attention from the community which will end up on a tourist visit.

1.1 Limitation of Problems

This research is only limited in the form of making promotional material through photographic media with the final result in the form of photo materials which can then be used also for promotional activities. The location of the scope of this research is restricted, namely tea plantation agro-tourism in Gambung Ciwidey, Bandung Regency.

1.2 Problem Formulation

The formulation of the problem in this study are as follows: How to make tea plantation agro tourism promotion material through photography media? What photography techniques are used to make the manufacture of promotional materials?

1.3 Research Objectives

Based on the formulation of the problem above, the objectives of this research are as follows: To apply the science of visual communication design in the form of a design. To apply photography techniques that are part of the science of communication design.

2. Literature review

In the plan of making this Gambung tea plantation agro tourism promotion material, the researcher plans to use several literature reviews related to similar activities in solving problems. Some similar designs that have been done include: Tourism Promotion Activities of PT. Pagilaran in increasing the number of visitors to Pagilaran Tea Plantation Agro Tourism by Winiwahan Danastrisonta, thesis in the Communication Studies program at the Muhammadiyah University of Yogyakarta which was conducted in 2014. [1]. Design of Information Systems for Promotion of Subak Agriculture Agro Tourism by I Gusti Ngurah Darma Paramartha, Nyoman Ayu Nila Dewi in the Journal of Systems and Information in 2015 [2]. In addition, researchers also refer to previous studies related to the discussion of similar research on the manufacture of promotional materials for an agrotourism. From previous research, the researchers wanted

to conduct a study and develop it in the form of promotional materials about agro-tourism.

In making the promotion of promotional materials through this photographic media, photos of all objects in the Gambung tea plantation area were taken, where the results of the photos of the tea plantations could later be made into promotional materials. The basic theory used in the manufacture of promotional materials is using photographic theory, namely the basic technique of photographing with the Rule of the Third composition technique and the Fibonacci Spiral technique [3].

The Rule of the Third composition technique is a technique often used by photographers in making landscape photos, where the composition of rules of thirds is one of the most recognized and most popular principles of photographic composition for the majority of portrait photographers. This composition rule becomes the foundation for the balance of photo elements so that the overall photo looks more pleasing to the eye. In the rules of thirds, the photo area is divided into three equal parts both vertically and horizontally so that there will be 9 areas that are equally large and the photographer only determines the interesting object in the photo.

Fibonacci Spiral composition technique or often also called the golden ratio composition, is one technique in photography that is basically taken from harmony in nature. The technique is how a photographer places the main subject of a photo, at the point between two intersecting diagonal lines. In applying this technique, the creativity of a photographer is very important in producing attractive photos. In general, the golden ratio composition is believed to be a position that reflects the balance in nature.

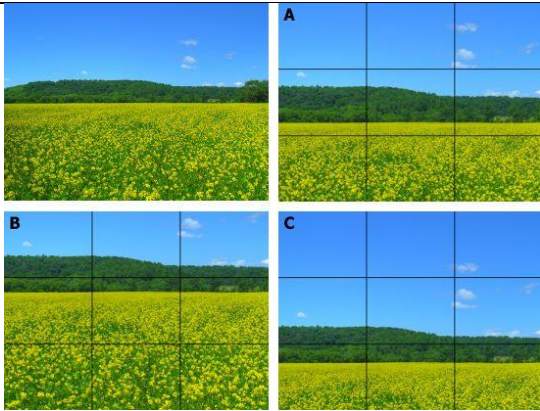


Figure 1. Example of The Rule Of Thirds composition technique. Source:

<https://au.pinterest.com/explore/rule-of-thirds-photography>

3. Research Methods

In a design the most important thing is what research method is used. Method

research is very necessary because it aims to obtain a solution to the problem of one or several problems that are being studied in order to achieve the goals or objectives specified or expected.

Generally the research method is a method used by researchers to obtain data, information, facts and knowledge in solving a problem faced for the expected goals and carried out scientifically, systematically and logically in a research activity. Basically, every research carried out has certain research methods and the selection of various other forms that are applied based on the research objectives themselves.

In making promotional materials for the Gambung Ciwidey tea plantation agro-tourism area through photography media. The research method used in this research activity uses a descriptive method, in which the researcher intends to describe, analyze, and take the conclusion to determine the promotional material that will be used as promotional material.

The approach used in this study is a qualitative approach. where according to Sugiyono, data collection techniques generally use triangulation techniques that is a combination of data analysis is inductive / qualitative, and qual-

itative research results emphasize more meaning than generalization [4]

4. Results And Research Analysis

In making the promotion of promotional materials through this photographic media, a photo of all objects in the Gambung tea plantation area will be taken, where the results of the photos of the tea plantations can later be made into promotional materials. The following are photos of the visual assets of the Gambung Tea Plantation tourism destination

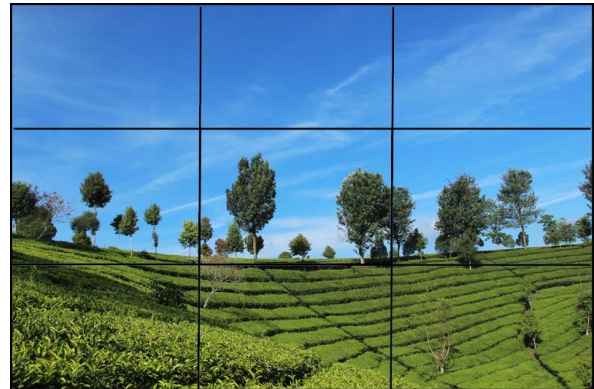


Figure 2. Rule of Third technical photos

Photo Source : Author Documentation

The photo above uses the Rule of the Thrid composition technique, the main object in this photo is the landscape of a tea plantation in Gambung. Analysis of the results of this photo shows by placing a garden object with a balanced background sky making the object look in focus.



Figure 3 : Rule of Third technical photos

Photo Source : Author Documentation

The photo above uses the Rule of the Third composition technique, where the main object is the tea picker placed in the middle as the main object. Analysis of the results of this photo shows by placing a human object right in the middle of making the object look focused.



Figure 4 : Spiral Fibonacci technical photos

Photo Source : Author Documentation

The photo above uses humans as the main object but uses the Fibonacci Spiral technique. Analysis of the results of this photo shows the direction the human eye sees this photo following a spiral pattern.

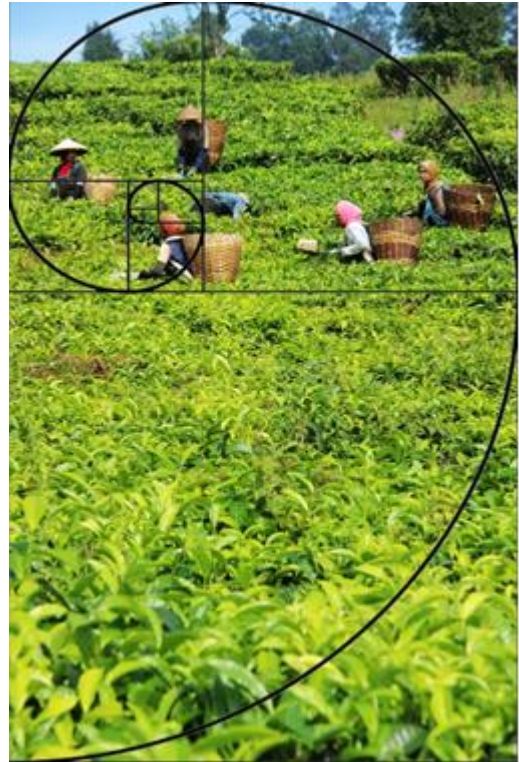


Figure 5 : Photo of the Human Interest Spiral Fibonacci technique

Photo Source : Author Documentation

The photo above uses the Fibonacci Spiral technique with its main object being a group of people picking tea. Analysis of the results of this photo shows the direction of the human eye to see this photo following a spiral pattern from below in the form of a vast tea garden, then the eye will find the main object of the collection of tea pickers.



Figure 6 : Landscape Photo of the Shape technique

Photo Source : Author Documentation

Unlike the previous photos which use the Rule of the Third composition technique or the Fibonacci Spiral technique, the photo above uses the Shape technique (cut). Analysis of photos with this technique allows to unite 2 objects that are far apart but can be included in one frame of the story.



Figure 7 : Landscape photos of the Fibonacci Spiral technique

Photo Source : Author Documentation

The photo above uses the Fibonacci Spiral technique with the main object being a path with trees as the path. Analysis of the results of this photo shows the direction of the human eye looking at this photo following a spiral pattern from the bottom in the form of a turning road, then the eyes will be fixed on the pephonan on each side.

5. Conclusion

In making a photograph that will be made as a visual

asset for the promotion of natural attractions, there are a number of photography composition techniques that can be used. Some of the composition techniques are the Rule of the Third composition technique and the Fibonacci Spiral technique. Each technique has advantages and disadvantages.

The Rule of the Third composition technique is a technique often used by photographers in making landscape photos, where in making visual assets for the Gambung tea plantation, this technique is good enough to be applied to produce interesting photographs of interest. The process is first to look for objects that are visually good enough to be taken into consideration can be visual assets. Furthermore, applying the Rule of the Third composition technique where the object taken is a very interesting place.

Fibonacci Spiral composition technique or often also called the golden ratio composition, is one technique in photography that is basically taken from harmony in nature. In taking photo visual assets of the Gambung tea plantation. This technique is used in a number of photographs by incorporating elements of tea pickers, where the people are photographed while working. By including the elements people will make the photos interesting, because there will be a very related story between the tea gardens and the people who work as tea pickers.

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