

Photobook Design of Ancient Temples in Magelang Regency

Maghfirudin Adi Arsa¹, Moh. Isa Pramana Koesoemadinata²

¹Visual Communication Design Study Program, Telkom University, Bandung, Indonesia
arsaadi@outlook.com (Maghfirudin Adi Arsa), dronacarya@yahoo.co.id (Moh. Isa Pramana Koesoemadinata)

Abstract Indonesia is a country with vast cultural diversity as well as high historical value, due to many historical sites found in various regions including Magelang Regency, Central Java. Beside the largest temple called Borobudur, there are also several others scattered on all places of Magelang. These temples are not yet exposed to the world, namely Lumbung, Asu, Pendem, Gunung Sari, Gunung Wukir, Losari, and any other temples. These temples become the cultural heritage with its own beauty and high historical values with different functions and objectives from each other. The existence of these temples need to be preserved because of its use for science, education, religion and any other aspects. Government Tourism Office have already made an effort in the publication through websites, brochures, and magazines. After analyzing the publication, there are shortcomings in the delivery of the publication through the media. Therefore, to provide historical information and documentation of the temples in Magelang as historical evidence there is a need for putting more effort. The survey was done by the author through questionnaire and interview, the author concludes to use photobook as media to convey the information about these temples and to use photos to document these temples.

Keywords Photobook, Ancient Temples, Magelang Regency

1. Introduction

Indonesia is a country that has a long history of travel and has a diversity of culture is also a high historical value. It is seen from the many historical relics scattered in various regions in Indonesia. In the time of Hindu-Buddhist, there are many kingdoms in Indonesia one of them in Java Island that left the site of historical sites. Some of the historical sites include Gedong Songo temple, Dieng Temple, Sewu Temple, Prambanan Temple and in Central Java there is the biggest relic site, precisely in Magelang regency which is Borobudur temple that has been recognized by UNESCO as Memory of the World. Borobudur temple is located in Borobudur District, Magelang Regency, Central Java. Borobudur Temple is the largest temple that is a memorial to the Buddhist feast day, in addition to this temple there are reliefs that contain the guidance of human life. But in addition to Borobudur temple there are other temples in Magelang regency that have not been recorded include Pawon temple, Mendut Temple, Ngawen Temple, Lumbung Temple, Asu Temple, Pendem temple, Gunung Sari temple, Mount Wukir temple, Losari temple, Candi Selogriyo Temple [4, 5, 6, 7, 8, 13].

The temples that become cultural heritage also have a beautiful and high values also have functions and objectives differ from one another. In addition to the temple there are reliefs that contain historical stories, life guidance and religious teachings [11]. According to the World Heritage Committee, the temple is a cultural reserve describing the

evolution of society and settlement over time, which is influenced by physical limitations or opportunities of natural environment and socio-economic and cultural support. In addition, the cultural heritage has been a representation of the identity of the nation of Indonesia as a relic of ancient Javanese society and has been evidence of the peak cultural achievement in the past [13, 21]. Therefore, it must be continuous maintenance for sustainability to continue to be maintained and able to be inherited and utilized for various interests such as tourism, education, religion and so on to future generations.

In the national law No. 11 of 2010 about cultural reservation, the cultural heritage is a material cultural property in the form of nature reserve, cultural building, cultural reserve structure, heritage site, and cultural reserve area on land and/or water that needs to be preserved. Because it has an important value for history, science, education, religion, and/or culture through the process of determination [9, 15].

In introducing the cultural reserve, the tourism office has been publishing through the website which can be accessed through magelangkab.go.id, brochures and also magazines. In the website some temples are loaded from a total of eleven temples with photos and brief information about each of these temples. After being analyzed unfortunately there is a lack in the delivery of the media, for example on the website are only a few temples that while there are still other temples in Magelang regency. In addition through the website also conducted promotion through brochures, but in the brochure only shows about Borobudur temple, which is

packaged through a tourism approach accompanied by other tourism in the vicinity of Borobudur Temple. There is no information about the other temples. Then in the tour guide of Magelang District which contains information on various tourism categories in Magelang Regency is not devoted to inform about the temples in Magelang regency. The lack of effort to introduce the temples in Magelang Regency leads to a lack of public knowledge about the historical heritage that belongs to itself. According to Mrs. Scolastica Wedhowerti There are many aspects of benefits that can be obtained from these temples such as, to be a platform for the learning of various educational environment, self-awareness, also counterbalancing and antithesis of capitalism. Therefore, it is necessary to do more efforts to attract enthusiasm from society, especially society, with interest in this field.

After surveyed, the authors use photography books as a medium to convey information. The excess use of the book itself is that it has many pages that can load more information, with physical form and can be read repeatedly without using the power source and Internet network. While the advantages of photography books that combine between photography with good text can depict the atmosphere of the place, in other words can describe the atmosphere using visuals. The design of this photography book is a means to convey information and beauty about the temples in Magelang, which is packed with historical side.

2. Discussion

2.1. Theoretical Basis

Books are objects whose contents include writings, drawings, or both written and depicted on all kinds of sheets such as papyrus, parchment, oblate, and paper in all its forms, in the form of rolls, pierced and tied or in the face Cloth, leather, cardboard or wood [3, 19]. Then layout is an element of design elements of a field in a particular medium to support the concept/message brought [2, 14]. Other than that Typography is the art of choosing and styling the letters in space to create a special impression, so readers can read as closely as possible [10, 12, 14, 20, and 22]. And in this book uses photography as an important element. Photography is the process of painting/writing using light Media [1, 16, 17, 18, and 23].

2.2. Data Collecting and Analysis Methods

For data collecting, author used interviews, questionnaires and observations. The interview was conducted to the heritage specialist photographer and head of the measurement field of Borobudur Conservation Centre. Questionnaires were distribute to students and employees by online. The observation was carried out by visiting directly to the temples sites in the region of Magelang Regency. Those data obtained from literatures study, interviews, questionnaires and observations being analysed in order to know the potential target market response and behaviour,

and determine the best media solution for it. The analysis using cross-check data triangulation. Matrix analysis is used for comparing of existing products to see the advantages and disadvantages and comparing of visual reference to be used as the base for designing the photobook. In this method the writer compares with three photobooks, namely, *Borobudur from Time to Time*, *Temple as the Art and Cultural Heritage of the Indonesian people*, *Archaeological Heritage in Pereng Wukir Susundara-Sumving*.

3. Concept and Design Result

Concept were produced based on the result of the research and the analysis. These concept then will be used as a reference in making the photobook.

3.1. Message Concept

This photobook aims to help preserve the temples in Magelang Regency through Photobook Media, documenting and providing information that in Magelang Regency there are many temples that store the value of history, guidance of life, religious teachings and historical stories of his time. In addition, this book can also be a special interest generator of the community about the temple through photography contained in the photobook. Those photographic images definitely will give impressive yet realistic illustration about those temple sites.

3.2. Creative Concept

This photobook will be titled "The Hidden Sanctuaries" where the "Sanctuaries" here depict a sacred and holy place as the place of the gods. In its design photobook was made to introduce temples that are not yet known to the wider community, then will use photographs as illustrations of the temples using the technique of photography accompanied by text as Delivery of information presented in Bahasa Indonesia and English. Coupled with a map of the temple location to provide a basic description of the temples. Displayed with a sense of modern atmosphere on the location and still displays the historical side that exists in a temple.

3.3. Media Concept

The media used to convey this message is to use print media book that is photobook. Photobook is an authentic medium, physical form, can be used as a reference, can be carried everywhere, and durable when maintained.

Table 1. Contents of the Book

Order of Book Content	
1	Table of contents
2	Preface and preliminary about temple
3	Map of Magelang Regency contains temples (object)
4	Explanation one by one of eleven temples in Magelang Regency
5	Closing

3.4. Visual Concept

This book uses modern design, optimizes white space, combine serif fonts to show the classic effects of objects and sans serif to bring out the modern impression. And for his illustrations using photos with color tone grading.

3.5. Business Concept

The book will be launched with a total of 500 copies, and every purchase of a book gets a key chain. And at the time of launching, there will be shirts and calendars for lucky buyer ones

4. Main Media Result

The main work designed by the author is a Photobook of ancient temple in Magelang Regency using an art paper material, with 146 pages, with a perfect binding printing technique of 21 x 18 cm (portrait).

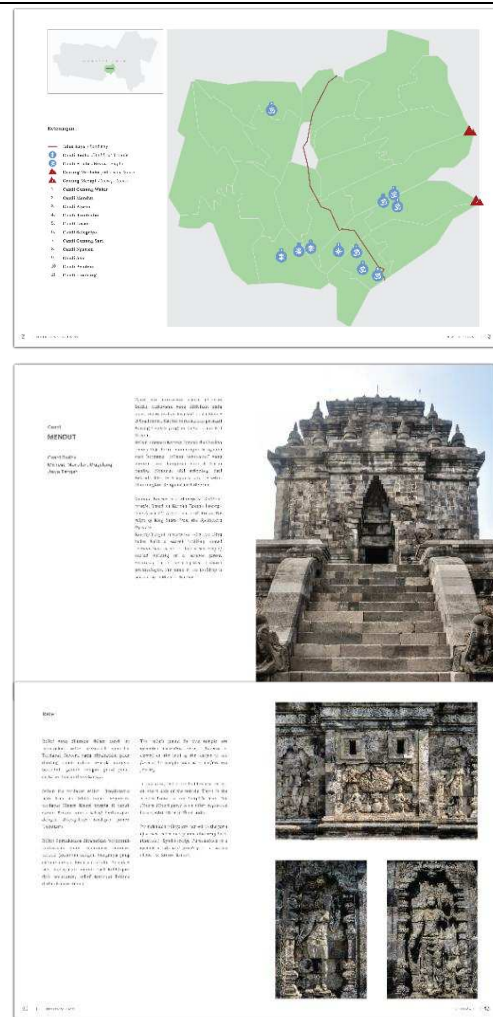


Figure 2. Map, Page One of Chapter, Information Page



Figure 3. Bibliography and About the Author

5. Conclusion

Based on observations made by writers in Magelang Regency, there are many temples that have various values that can be taken but generally not known by the community. The information dissemination is still lacking. So, photobook about the ancient temples in Magelang Regency

Figure 1. Front Cover, Back Cover, Contents, Preface and Introduction

will be the best solution to convey information and attract people.

In the process of working on the final task, the author conducts licensing management to the Borobudur Conservation Center for data retrieval. Then the author takes data collection of photos and information directly in Magelang Regency. The author also conducted interviews to members of the Borobudur Conservation Hall and photographic experts.

According to the authors in the research process this end task there are constraints access to the site of the temple in the rice fields so that the vehicle cannot reach the location directly. In addition there are special permissions for the specific tools used for shooting.

In the dissemination of information through magazines is still minimal and there are shortcomings such as information that is too little, images that are less detailed and interesting. So it was made photobook regarding the temples in Magelang Regency, to provide more information and attract public interest to the temples of Magelang Regency. So that the temples remain sustainable and can be taken advantage of for future generations.

ACKNOWLEDGEMENTS

Thank you to Mr. I Dewa Alit Dwija as the first examiner and Mr. Patra Aditia as the second examiner for all the suggestions. Thank you too to Ms. Scolastica Wedhowerti (Heritage Photographer), Mr. Bambang Siswaja (Former Head of Field of Measurement Borobudur Conservation Center).

REFERENCES

- [1] Adimoel. (2010). Basic Lighting for Beauty. Jakarta: Elex Media Komputindo.
- [2] Angraini, Lia & Nathalia, K. (2014). Desain Komunikasi Visual: Dasar-dasar Panduan Untuk Pemula. Bandung: Nuansa Cendekia.
- [3] Arifin, Syamsul & Kusrianto, A. (2009). Sukses Menulis Buku Ajar dan Referensi. Jakarta: PT Gramedia Widiasarana Indonesia.
- [4] Borobudur Conservation Center. (2016). 100 Tahun Pascapemugaran Candi Borobudur (Trilogi 1). Magelang: Borobudur Conservation Center.
- [5] Borobudur Conservation Center. Borobudur: Stories of Ancient Temple - Dari Masa ke Masa. Magelang: Borobudur Conservation Center.
- [6] Borobudur Conservation Center. Kearsitekturan Candi Borobudur. Magelang: Borobudur Conservation Center.
- [7] Borobudur Conservation Center. (2018). Selayang Pandang Candi Borobudur, Candi Mendut Dan Candi Pawon. Magelang: Borobudur Conservation Center.
- [8] Central Java Cultural Heritage Preservation Center. (2019). *Peninggalan Arkeologi di Pereng Wukir Susundara- Sumving*. Kliten: Central Java Cultural Heritage Preservation Center.
- [9] Directorate of Cultural Conservation and Museums, Directorate General of Culture, Ministry of Education and Culture. (2013). Candi Indonesia: Seri Jawa. Directorate of Cultural Conservation and Museums, Directorate General of Culture, Ministry of Education and Culture.
- [10] Hendratman, Hendi. (2008). Tips n Trix Computer Graphics Design. Bandung: Informatika.
- [11] Herawati Ni Wayan, .S., Supriyono., & Iwan Kurnianto. (2002). *Prosesi Keagamaan Dari Candi Mendut Ke Candi Borobudur*. Magelang : not published.
- [12] Kusrianto, Adi. (2007). *Pengantar Desain Komunikasi Visual (Ed. 2)*. Yogyakarta: Andi.
- [13] Project for research and recording of regional culture Department of Education and Culture. (1979). Sejarah Seni Rupa Indonesia. Jakarta: Project for research and recording of regional culture Department of Education and Culture.
- [14] Rustan, Surianto. (2017). Layout, Dasar & Penerapannya. Jakarta: PT. Gramedia Pustaka Utama.
- [15] Siagian Renville. Candi Sebagai Warisan Seni dan Budaya Indonesia. Yogyakarta: Yayasan Cempaka Kencana.
- [16] Sudjojo, Marcus. (2010). Tak-Tik Fotografi. Jakarta: Bukune.
- [17] Tjin, Enche (2014). *Kamera DSLR Itu Mudah*. Jakarta: Bukune.
- [18] Tjin, Enche and Mulyadi, Erwin. (2014). *Kamus Fotografi*. Jakarta: Elex Media Komputindo.
- [19] Wb, Iyan. 2007. Anatomi Buku. Bandung: Kolbu.
- [20] Wibowo, Ibnu Teguh. (2013). Belajar Desain Grafis. Yogyakarta: Buku Pintar.
- [21] Yayasan Dana Bakti. (2013). Indonesian Heritage: Ancient History. Jakarta: Buku Antar Bangsa.
- [22] Putri, Dityatama. 2013, Memahami Elemen-elemen dalam Desain. Accessed on www.idseducation.com (22 April 2019, 03:56).
- [23] Prasetya, Raden. 2018, Wajib Tahu! Jenis-jenis Fotografi dan Contohnya Untuk Kamu yang Suka Motret. Accessed on www.highlight.id (28 Maret 2019, 20:07).