

# Urban Legend Locations of Bandung City Photobook Design

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**Abstract** The city of Bandung has night attractions related to urban legend. The object that has become an urban legend in the city of Bandung comes from famous myths and has meaning. Most urban legend objects are found in buildings that are cultural heritage buildings and historical heritage sites. The lack of detailed information and documentation that already exists has not been able to highlight the visual side and the absence of media specifically explaining urban legend objects in Bandung. From the formulation of the problem resulted in the purpose of the research is to design a media that aims to provide detailed information about urban legend objects in the city of Bandung by highlighting the visual side as well as documenting the buildings and historic sites in the city of Bandung using observation, interviews, questionnaires, literature study, as well as comparison matrix analysis and design theory such as book theory, DKV, photography, and printing. After getting the required data, the author designed as the initial goal so as to produce a medium of information in the form of a book as a photography-based reference on urban legend locations in the city of Bandung.

**Keywords** Urban Legends, History, Photobook, Bandung City.

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## 1. Introduction

Bandung is a city that is in demand by tourists because it has diversity of interesting destination for tourists to visit. There are various types of tours in Bandung such as culinary, nature, man-made, to shopping tours, ranging from traditional markets, modern shopping centres, to factory outlets. The city of Bandung also has interesting historical, cultural and religious tour attractions such as Art Deco style buildings that have become the cultural heritage of Bandung since the first half of 20<sup>th</sup> century such as *Gedung Sate*, museums such as *Museum Pos Indonesia* and *Museum Konferensi Asia Afrika*, cultural attractions such as *Saung Angklung Udjo*, and religious places such as *Mesjid Agung* and the tomb of Bandung City Founder that placed right behind the *Mesjid Agung* [9, 13].

Night tour is one of tourist attraction that is in demand in Bandung. The night tour in question is related to urban legend that has myths that become part of the people of Bandung. Evidenced by the existences such as mystical tour package like *Misteri Pengabdian Setan* tour held by Socio-traveler Indonesia in associated with Ghost Photography Community and event called *Urbandung Legend* organized by Bandung Trail Community successfully attracted tourists to do night tourism activities [23]. The people of Bandung itself also has a community called *Wisata Mistis* which aims

to reveal the existence of myths that circulate and already have branches in other cities [24].

Some places in Bandung has many historical stories that are not recorded or can be called folklore. Folklore is a part of culture of a collective that is spread and inherited from generation to generation. The distribution of an inheritance usually carried out verbally, through word of mouth, from one generation to the next, so said James Danandjaja [7, 21]. Tales of folklore that has been spread then became myths. Not all places in Bandung have myths that are well – known. The myths that are well – known amongst the people especially the urban people are those that are now called urban legend objects of Bandung. Urban legend itself is a popular word and such terminology applied when the myths are happening in the urban cities such as Bandung. Myths that had been found in the Bandung's objects are related to the culture of mysticism. This is because the Indonesian people, such as the Sundanese people for example, still believe of the existences of traditional ceremonies, supernatural beings, and some kind of magic according to Clifford Geertz [8]. Through myths, the community basically creates illusions for them that everything is actually logical and reasonable [20]. The purpose of the existence of these myths was because myths had several functions and values, such as sociological functions to support and validate certain social order and pedagogical functions for how to live life as humans [4]. Objects that

has become urban legend are historical relics and some of those are affiliated with cultural heritage in the form of buildings. Cultural Heritage Buildings are a building or group of historic buildings and their environment, which have historical values, science and present and past socio-cultural values, so said Graham Brooks [22].

Not many people either from outside Bandung are aware of the cultural elements found in the Bandung's urban legend objects. Information about these objects on the internet only describes the description briefly, as well as information about the detail such as the location, history, and the myth itself. The lack of information causes people, especially adolescents who are fond of finding new things, are misusing the objects such as making those objects a place to test their guts without knowing the historical elements and meaning behind the myths in each location. Though there are elements of culture that contain usefulness and good function of myths in culture for each location. The documentation is still very lacking to explain the details and illustrations of these objects. Media that can explain specifically about complete information in term of text and visual are still lacking, mostly media only explained from through visual, or merely only presenting a brief story about the phenomenon of each object. Therefore, the problem that exists in this case is the lack of media that contains detailed information both in text such as information of the locations, history, to the existing myths and good visualization in the form of documentation itself.

One of the media that can support these information is a photographic – based reference book as a form of documentation in providing information so the objects can be more recognisable as well as a form of preservation of the objects which are historical building. Photography has a function as a medium of immortalisation of an object, through visual representation. The photo able to tell a good story about the object so that it would create such curiosity to the people to wanting to see for themselves the object pictured in the photo. Therefore, photography has an important role in documenting objects or moments. Along with the changing of times, photography was evolving to show that it has its own charm and becoming the main communication tools such as online stores or social media Instagram.

Hoping that the existence of a photographic – based reference book of urban legend locations in Bandung can become one of the media of information to increase public knowledge and attract their attention, especially for the people who wants to visit the unique Bandung City attraction as well as becoming one kind of preservation form of cultural and historical buildings in Bandung.

There are many historical places in Bandung, for example of the sites are *Taman Maluku*, has the statue of the priest named *Verbraak* that is been well – known as a gathering place for many spirits and *Ir. H. Djuanda Forest Park* that has popular places like *Dutch Cave* and *Nippon Cave*. Then for Heritage Buildings, there are *St. Albanus Church* that has been abandoned and it is said that it is been

used for gathering the spirits of the nun. There are Heritage Buildings that became a historical attraction like *Konferensi Asia Afrika Museum*, along with *Gedung Merdeka* that stands beside the museum that is well – known for its bunker that contain spirits of the prisoners from Asian – African Conference on 1955.

## 2. Discussion

The book is a form of the first mass media that provides benefits in many ways and information through written sheets of paper [17]. Then, a good design depends on the arrangement of each from many elements that exist. Other than that, typography is the art of choosing and arranging letters in space to create a special impression, so that readers can read as much as possible [1, 2, 10, and 18]. In colour theory, colour can be defined objectively or physically as the nature of light emitted or subjectively/psychologically as part of the sense of vision [19]. In this book, photography is very important because it is a part of illustration. Illustration is drawing art that is used to provide an explanation of a purpose visually [10].

The urban legend object locations will be decided according to the data that has been examined previously by the project giver and has been used in urban legend night-tour events, where the rest is due to its famous myths of the heritage buildings from colonial period which are affiliated with their cultural heritage in the form of buildings. According to Graham Brooks, Cultural Heritage Buildings are a building or group of historic buildings and their environment, which have historical values, science and present and past socio-cultural values [22]. These objects will be photographed and reviewed based on the information of the location, history, and the myth itself.

The observation was carried out by making direct observations day and night. Structured and unstructured interviews were carried out to the historians, photography experts, and to the Bandung Tourism and Cultural Services. Questionnaire were distributed to the people (students, workers, tourists) on myth, urban legend, and Bandung's urban legend objects. Literature reviews and library studies are carried out according to articles, journal, history books, and other references concerning the urban legend objects, also about techniques of photography. Then, all of data obtained being analysed using several methods. Matrix analysis is used for comparison of existing products to see the advantages and disadvantages and comparison of visual references [16]. Literatures and field data (observations, interviews, and questionnaires) also analysed by cross-checking and then making an interpretation of them.

The analysis results which are referring to the target market behaviour and the tendencies of similar media with similar content used as the consideration basis for designing the photography – based book of urban legend locations.

### 3. Concept and Design Results

Concepts were produced based on the results of the research and the analysis. These concepts then will be used as a reference in making the book.

#### 3.1. Message Concept

The entire message concept is for giving the information related to Bandung's urban legend locations such as location, history, and the myths itself. From the visual side, the message would be as one form of conservation for historical and cultural building that has a unique styles and mystery nuances. The book is intended for people aged 17 to 35 years old, middle to upper level economy. It has several communication goals based on age and work. For students, the goal is to be the attraction reference as well as educational purpose. As for adults, the goal is to provide information of historical visit and information of historical value from each locations.

#### 3.2. Creative Concept

Creative Concept is realization of such information that will be taught from this book to the audience in a form of good communication. This book is based on an approach on things that are liked by teenagers to adults from age 17 to 35 years old. The main material from this book comes from photographs illustration using dark and gloomy tones and unique styles like mystery and horror styles. The language chosen for the information text is Bahasa Indonesia so it would be easier for target audiences to understand. This book adopts a modern design with the use of layouts that highlighted white space.

#### 3.3. Media Concept

The media used for delivering this message is a book. Book is an important medium that is more valued and can be a source of knowledge and often being used as reference for work both in terms of its writing as well as the visual displayed on the book, also the fact that books are timeless. This photography-based book is titled "Kota Kembang dari Sisi Lain" with the size of A4 using 190 pages of 150 gr Art Paper material.

**Table 1.** Contents of The Book

Order of Book Content	
1	Table of contents containing preface, urban legend objects, to bibliography
2	Preface and preliminary that explains myth, urban legend, to object boundary.
3	Map of Bandung contains urban legend objects
4	Explanations of urban legend objects related to Cultural Heritage Objects.
5	Explanations one by one of seven urban legend objects related to Cultural Heritage Objects with photos.
6	Explanations of urban legend objects related to sites and historical heritage.
7	Explanations one by one of 2 urban legend objects related to Cultural Heritage Objects with photos .

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The author's personal experience on making the book and how the author responds to myths in positive way.

#### 3.4. Visual Concept

This book used a modern design style with the use of serif font and the layout that highlight white space, and in the illustrated approach using photos of architectural photography enriched with low saturation and high contrast colour tones to create a horror and mysterious impression.

#### 3.5. Business Concept

The author plans to release the book at the same time as the annual gathering of *Wisata Mistis* Community and only 200 copies will be released for the first printing that was intended for community members.

### 4. Main Media Results

The main work designed by the author is a photography-based book about Bandung urban legend locations with the size of A4 using 190 pages of 150 gr Art Paper material, and using the soft cover and perfect binding for the binding technique.



**Figure 1.** Front Cover, Back Cover, Contents, Preface



Figure 2. Chapter page

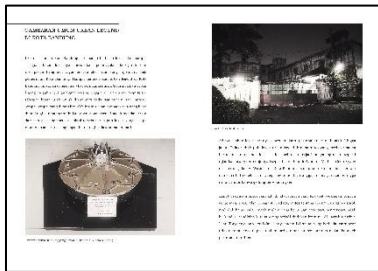


Figure 3. First Page of Chapter One

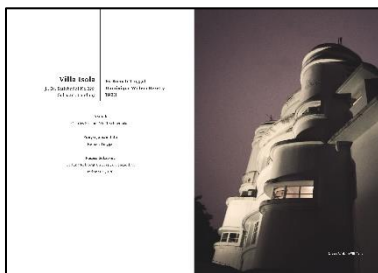


Figure 4. Bibliography, About the Author

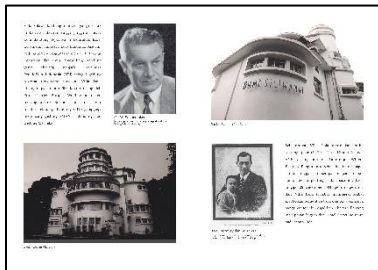
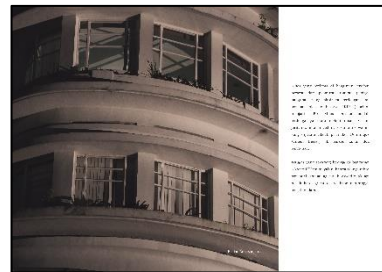
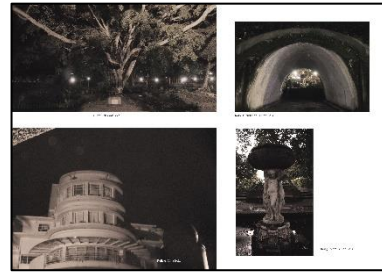


Figure 4. Information pages



## 5. Conclusion

Based on observations and design results that have been carried out, the author concludes that the lack of awareness of concern for historical and heritage sites are evidenced, especially on the urban legend objects. Mostly adolescence to early adulthood generally have a sense of curiosity about unique things such as myths and urban legend, but the awareness of the meaning and important things behind myths and urban legend such as its cultural elements are still lacking, especially the awareness to maintain and preserves historical heritage.

There are several processes that have been carried out in the execution of this final task such as data collection directly collected on locations that situated in the city of Bandung, managed to gain authority for taking pictures of the objects, as well as work processes with various considerations of various references. During the retrieval of the data, there are also various sources obtained from Bandung Tourism and Cultural Services, Historian, and Photography Expert.

The concept leads to modern enrichment by presenting layouts that give highlight to white space and modern photo enrichment by using tones that create a horror and mysterious impression that can attract people especially adolescents to early adulthood so that the target can be more

informed about cultural elements, benefits, and the usefulness of myths and being able to treat or maintain good preservation for other relics through myths and urban legend approaches.

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## DISCLOSURE

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