

Photography Book Costums and Traditions of Kampung Naga Tasikmalaya, West Java

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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 Lumbang, 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 rich country in ethnic, cultural and religious diversity. Indonesia is a country that has various regions and languages. This diversity is called *Bhinneka Tunggal Ika*, which is the term for Indonesia which means different but still one. There are approximately 746 different languages spread in Indonesia. Six different religions. And from Sabang to Merauke Indonesia has different ethnicities and cultures in each region.

According to A. Kroeber and C. Kluckhohn in his book *Culture*, a critical review of concepts and definition [1952] culture is interpreted as a manifestation or manifestation of the work of the human soul in the broadest sense. "There are quite a lot of cultures that are almost extinct, there are dozens" according to the West Java *Kadisparbud*, Nunung Sobari said in the *Republika* newspaper on 03/30/2015. With the weakening of culture at this time local wisdom was lost frequently by the times. Local wisdom implied in life is the result of a long journey to preserve customs [Journal: Widayanti, T, 2015]. Traditional village is a local wisdom that is able to preserve current customs.

Kampung Naga is a traditional village that is still sustainable and still performs ancestral heritage. *Kampung Naga* is also called the word (*Pareum Obor*) which is "Dead, dark" by interpreting the death of lighting. *Kampung Naga* has Islamic religious beliefs. *Kampung Naga* is in the

city of *Tasikmalaya*. Precisely located in *Neglasari Village, Salawu, Tasikmalaya, West Java*. *Kampung Naga* has an area of 10.5 hectares with 113 buildings, and 108 heads of families. Access to *Kampung Naga* is to go down approximately 400 steps. The people of *Kampung Naga* are still carrying out activities carried out by their ancestors and refused to come to the modern era that entered their village. But over time there have been several modernizations that have entered *Kampung Naga* but not all of them are only the positive ones who can enter.

This research is an amalgamation of the book, *Menguak Tabir Kampung Naga* by *Elis Suryani NS* and *Anton Charliyan* which tells about information about *Kampung Naga's* cultural wisdom and culture between the crush of modernization and the presence of several black and white photos of *Kampung Naga*. And research on the *Ethnophotography of Kampung Naga Tasikmalaya* by *Reski Wahyu Perdana* and *Septi Asri Finanda* that illustrate social life, characteristics of buildings, livelihoods, traditional ceremonies, wedding ceremonies, Islamic holidays of Eid al-Adha and the preservation of customs in *Kampung Naga*, This Ethnophotography book further captures photos and added captions to photos. The existence of information media of this book is a combination of the research, with the problem of visitors who come there are still many who do not know about the village, and visitors only look around without knowing what is in *Kampung Naga* because the information there is only assisted by local guides and must pay. Seeing the problems that exist, the authors combine the

research of ethnographic books with books revealing Takbir Kampung Naga. With a light sense and real photography.

2. Discussion

2.1. Theoretical Basis

Visual communication design has the role of communicating messages or information to readers with various visual powers, such as typography, illustrations, colors, lines, layouts, and so on with the help of technology (Supriyono, 2010: 8). Generally good designs always meet design principles. According to Rakhmat Supriyono (2010, 85) there are four design principles.

1. Balance
2. Emphasis): a. Contrast
b. Object Isolation
c. Object Placement
3. Rhythm
4. Unity

The layout can be described as the layout of design elements towards a field in a particular media to support the concepts / messages it carries (Rustan, 2013: 7). Typography is how to choose and manage letters in graphic design. The choice of the type and character of the letters, and how they are managed will greatly determine the success of the visual communication design. Whether or not a message is read depends on the use of letters (face type) and the method of preparation. The best way to choose letters is to consider whether the font is easy to read (readable) (Supriyono, 2010: 23). Photography is a media used to document an important moment (Giwanda, 2002: 1). Photography is a media that can document something that will last a long time. According to A.J. Burkart and S. Medlik, tourism means the movement of people temporarily (and) in a short period of time to destinations outside the place where they usually live and work, and their activities while living in these destinations (Soekadijo, 2000). Books are media that are informative and also useful because they cover all the information contained in the writings that are put together. In addition, books also cannot be easily manipulated by existing data and cannot be changed or added. Texts of books are also media that can be stored for a long time. According to Zubaidi, in Book News (1997: 12).

2.2. Data Collecting and Analysis Methods

For data collecting, author used interviews, questionnaires, observations and literatures study. The interview was conducted to the government of tourism and the author. Questionnaires were distribute to students and Traveler arange age 17 - 25 by online. The observation was carried out by visiting *Kampung Naga Tasikmalaya*. Literatures study are used to gather the information data from books and websites. 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 photography book.

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

Based on the results of the research and analysis that has been carried out through observation, interviews, questionnaires and matrix analysis, the design of this photography book aims to introduce the entire introduction and preservation custom and tradition of *Kampung Naga* to the general public by using visual media based information by describing the atmosphere original in Kampung Naga.

3.2. Creative Concept

This photography book title "*Kesederhaan dibalik Kampung Naga*" will designed by minimalist. The approach of information to this book is a visual and narative information for the target audience. The photography technique that used is an essay photo. The meaning of essays is that the author uses photographic work as the main force of visualization but is given a little narrative explanation of the photo.

3.3. Media Concept

The media concept used to convey information about Kampung Naga is the Photography Book based on the results of the existing questionnaire. Books are media that are informative and also useful because they cover all the information contained in the writings that are put together. Besides that the book also cannot be easily manipulated by existing data and also cannot be changed or added

Table 1. Contents of the Book

1	Travel and Transportasion to <i>Kampung Naga</i>
2	History and Information about <i>Kampung Naga</i>
3	Technology
4	livelihood in <i>Kampung Naga</i>
5	Art in <i>Kampung Naga</i>
6	Traditional ceremony

3.4. Visual Concept

This book used minimalist design, serif and san serif fonts, layout with manuscript and column grid and combine with withe background.. And for the illustrations using photos with color tone warm.

3.5. Business Concept

Business Concept Payment with a royalty system is a payment given depending on the sale of books sold. The book will be lauched with a total of 1000 copies. The price of the book will be sold for Rp. 30,000 (book + sticker), and merchandise sales will sell pouches, tumblers, and notebooks. There will be merchandise sales promotions with packages (pouch + notebook / tumbler + notebook).

4. Main Media Result

The main work designed by the author, the author using book paper material, with 76 pages, with a booklet printing technique and size 17 x 25 cm (portrait).

Figure 1. Front Cover, Homepage, Contents.

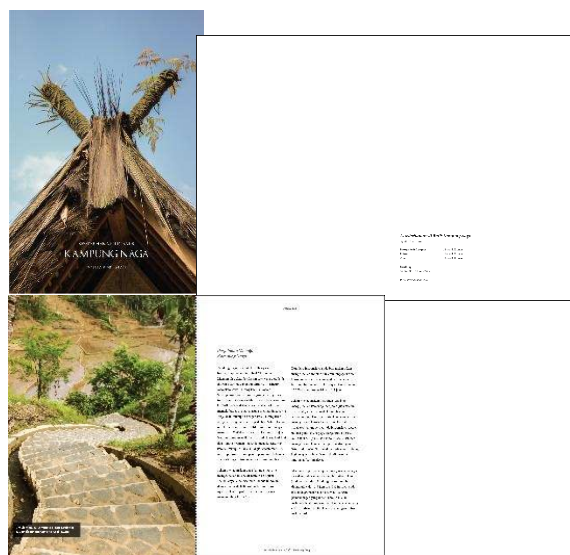


Figure 1. Supporting Media: tumbler, notebook, pouch.

5. Conclusion

Based on observations of the author *Kampung Naga*. *Kampung Naga* is a Sundanese Traditional Village, still beautiful and must be preserved. Many of visitors come in to the village without local guide. So, they just take a photo and do not know the history of *Kampung Naga*. It would be better if more media information was presented in the village.

In the design of this final assignment, the author conducted several stages, namely data collection from the Tasikmalaya District Tourism Office, do interviews with the community and experts. And also make observations directly in *Kampung Naga* to see, observe and photograph the atmosphere there.

This visual-based information media is in the form of printed books, which inform the atmosphere, regulations, livelihood systems, technology and traditional ceremonies and use illustrations in the form of photography. The existence of this book, makes new knowledge for visitors and people who want to know more about *Kampung Naga*.

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