

# DESIGN of COSMOLOGY PHOTOGRAPHY BOOK 'BADUY LUAR' KANEKES

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**Abstract** Indonesia is an archipelago country that is rich in arts and culture. The Baduy people still adhere to their customary law (pikukuh), how their cosmology (view of nature) is to this world. The way they treat nature, make houses always facing north, children who get education only from parents and local customs and so on. According to them the origin of this world is somewhere in the Baduy region called Sasaka Pusaka Buana or Sasaka Domas. therefore customary law is made to protect it. In the era is now reviewing information and learning something new is very easy because of the internet. But it turned out that the information was not accurate even far from the reality. Like various information on social media related to the tribe of Baduy but the information presented is not true, especially the issue of customs, culture which means it includes the cosmology of the Baduy tribe itself. Therefore to increase the knowledge of Baduy tribal cosmology, there is a need for media of information and learning that are packaged in the form of photography books so that they can be portrayed in a real and accurate manner. Using data collection through qualitative methods, namely observation and interviews, added using SWOT to conduct data analysis. It is expected that the results achieved also meet the needs of the target audience and can educate and provide accurate data through photography.

**Keywords** Cosmology, Baduy Luar, Book, Photography

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## 1. Introduction

Banten is a province that has a lot of historical value, from old Banten, Ujung kulon, Mount Anak Krakatau to the famous tribe, the Baduy tribe. The Baduy region is located about 130 kilometers from Jakarta or 38 kilometers south of the city of Rangkasbitung. The Baduy customary law community still holds and enforces customary law (pikukuh) strongly. The Baduy are divided into two, namely the Baduy Dalam or commonly called the Baduy Tangtu and the Baduy Luar or commonly called the Baduy Panimping.

Baduy is a tribe located in Lebak Banten. Baduy is one of the most considered cultural assets by the government. Baduy still adhere to their customary law (pikukuh), how is their cosmology (view of nature) towards this world. The way they treat nature, make a house that always faces north, children who get education only from parents and local customs, the use of traditional clothes, land layout and so on.

According to them the origin of this world is somewhere in the Baduy region called Sasaka Pusaka Buana or Sasaka Domas, a place of worship for Baduy people who are located in protected forests. The place is also called the pancer of the earth (the center of the world or the core of the universe) so that the Baduy region is likened to the heart of Java which is very guarded and holy. So to guard the place

of the holy man the ancestors of the Baduy made a customary law (pikukuh) that must be obeyed and obeyed. Cosmology like the one in Baduy is very rare in any tribe. But before learning more about the Baduy, it is good to know about cosmology and philosophies in the Baduy. Because cosmology covers the entire history of human effort to understand the universe.

Baduy is also very famous for the tribes inland, good layout and simple people who still maintain their nature well. Many articles indeed discuss Baduy, from customs, arts, population, time and space. However, there is no media that complements existing data. There are still very few who explain the Baduy cosmology itself, how the Baduy people guard their nature. The philosophies contained in their daily lives accompanied by complementary media such as photographs that can describe the situation in real terms.

The book is an existing object from the past and will not disappear. The book also becomes very practical and easy to carry wherever going. A book can also affect a person's physiology when reading it. Until now the book always moves to follow the era of the era to create many categories of books that exist in the world that make the book will not be replaced.

Photography has added value, besides capturing a moment, a photo can tell a real story. In addition, photography also becomes complementary data for existing researches or writings. With the photos, the writing will be clearly por-

trayed. The photos that are displayed also usually have their own charm for those who see them.

Therefore, the writer will propose a scientific solution based on visual communication design by making photography books, so that they can accurately describe the atmosphere of Baduy tribal cosmology to the community. It is expected to be able to educate anyone who sees the photography book.

## 2. Basic Theory

### 2.1. Visual Communication Design

The design of visual communication in the modern sense is a design produced from a rationalist. Based on pragmatic, rational knowledge. The universe of visual communication design is always dynamic, changing and full of motion. Because civilization and modern science allow the birth of industrialization. As a cultural product related through economic and social systems, the design of visual communication also deals with the consequences of mass products and mass consumption [1].

### 2.2. Cosmological Theory

Cosmology (often called the Philosophy of Nature) comes from the Greek cosmos and logos. Cosmos means "order or order". Logos means study or study. "The universe can be understood", argues the ancient Ionian people, because nature shows an order. Nature that allows us to learn the secrets. Nature is fully predictable, because there are rules that nature must undergo. The attractive regular nature of the universe is called the cosmos [2].

### 2.3. Book Theory

The book is a series of pages that are printed and put together to store, announce, describe and give knowledge to readers through time and space. The book also includes media that is easy to carry [3].

### 2.4. Layout Theory

Layout is the arrangement of the layout on a set of design elements so that it becomes one unit. Layout known as design principles has several types. Namely Balance, Pressure, Rhythm, and Unity.

### 2.5. Typography Theory

Typography is entirely as an efficient way of controlling letters to achieve a basic function, which is to help maximize understanding in reading. Stanley

### 2.6. Photography Theory

The foundation of photography theory as a medium for designing books According to Ansel Adams, photography is an art that photography is more than just a means of ideas or ideas in factual communication. In addition, he also said that photography is a medium that is used for strong expression and communication, which can offer a variety of

interpretations, perceptions and executions that are unlimited.

## 3. Discussion

### 3.1. Project Giver Data

Project grant data includes the Banten Province Tourism Office, which has the following Vision and Mission:

- **Vision**

"BANTEN WHO IS FORWARD, INDEPENDENT, COMPETITIVE, PROSPEROUS AND ENDED KARI-MAH"

- **Mision**

1. Creating Good Governance
2. Building and Improving Infrastructure Quality
3. Improving Access and Equitable Quality Education Services
4. Increase the equal distribution of quality health services
5. Improving the Quality of Economic Growth and Equity

### 3.2. Research Objects

The research object includes just Baduy Luar.

### 3.3. Target audience data

#### A. Segmentation

- Geographical:
  - Hailing from Bandung
    1. Settle in Bandung
- Demographic:
  1. Gender: Men and Women
  2. Age: 20-30 years
  3. Social Class: Upper Middle School
- Psychographics
 

People who have a high level of adventurous spirit, like all who are related to nature, have an interest in local wisdom and learn new cultures, and love natural beauty that is difficult to find.
- Consumer Behavior
  1. Passion to even climb long trips
  2. Interested in trying new things
  3. Liked Indonesian natural and cultural views

#### B. Targeting

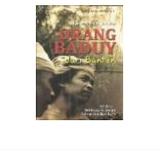
The Kanekes Baduy Luar cosmology book is targeted at young men and women who like to seek new experiences with traveling. Before going roaming to Baduy, it's better to study or look for information about the cosmology of the Baduy tribe itself.

#### C. Positioning

This Cosmology book of Kanekes Baduy Luar with photography media can be used as learning media and complete existing information data. And can make tourists who want to visit the Baduy know about the cosmology of the Baduy itself, so that no more violates customary law there.

### 3.4. Similar Project Data

**Table 1.** Reasearch Object of Baduy Luar

PROJECTS LIKE A SWOT ANALYSIS			
<b>Cover</b>			
<b>STRENGTH</b>	<ul style="list-style-type: none"> <li>•The contents of Baduy are quite complete</li> </ul>	<ul style="list-style-type: none"> <li>• The contents are quite complete</li> <li>• There are 2 languages, namely Indonesian and Dutch</li> </ul>	<ul style="list-style-type: none"> <li>•There are 2 languages, namely Indonesian and English</li> <li>•Fill in completely because it is accompanied by a photo</li> </ul>
<b>WEAKNESS</b>	<ul style="list-style-type: none"> <li>•Prone to tears</li> <li>•Colorless</li> <li>•There is no picture at all</li> </ul>	<ul style="list-style-type: none"> <li>•Heavy, because it's very thick</li> <li>•Colorless</li> <li>•Lack of image that displays the Baduy</li> </ul>	<ul style="list-style-type: none"> <li>•Prone to tearing inside.</li> </ul>
<b>OPPORTUNITY</b>	There are very few books about Baduy, so there aren't too many rivals	There are very few books about Baduy, so there aren't too many rivals	Books about Baduy through photography are still very few.
<b>THREAT</b>	<ul style="list-style-type: none"> <li>•Imitation</li> <li>•Competition with dominant brands</li> </ul>	<ul style="list-style-type: none"> <li>•Imitation</li> <li>•Competition with dominant and practical brands</li> </ul>	<ul style="list-style-type: none"> <li>•Imitasi</li> <li>•Competition with dominant and practical brands</li> </ul>

### 3.5. Data on Observation Results Interviews and Questionnaires

#### A. Observation

The author has observed the village of Kanekes Baduy Luar and visited the Banten Province Tourism Office to review further and search for the data there. But when he entered customary land, the author was confronted with a typical Baduy stilt house, which only faced north and south. The nature is still beautiful, during the trip the air is very cool, with the sounds of wild animals still heard.

#### B. Interview

The author has interviewed resource persons Mr. Wadiyo, S.Pd, M.Pd as Secretary of Banten Province Tourism Office, Jaro Saija as Kanekes Village Chief, Kang Herman as residents of the Kanekes Baduy Luar Village, and Mr. Don Hasman as the father of ethnography of Indonesia.

#### C. Questionnaire

Most of the respondents aged 20-25 years, amounting to 78.2% or 93 people, then 17-20 years amounted to 21% or 25 people and 25-30 years amounted to 0.8% or 1 person. Most

of the respondents were as students who numbered 81.5% or 97 people, then Students amounted to 9.2% or 11 people and the same as students, workers also amounted to 9.2% or 11 people. Most of the respondents knew the Baduy tribe, which amounted to 44.5% or 59 people, perhaps totaling 49.6% or 53 people and not numbering 5.9% or 7 people. Most of the respondents had never visited the Baduy tribe, which amounted to 93.3% or 111 people, and who had already only amounted to 6.7% or 8 people. Most of the respondents did not know the cosmology which amounted to 73.9% or 88 people, maybe numbering 19.3% or 23 people and knowing that there were 6.7% or 8 people. Most of the respondents did not know of the Baduy cosmology, which amounted to 78.2% or 93 people, perhaps numbering 19.3% or 23 people and knowing that there were only 2.5% or 3 people. Most of the respondents answered that it was necessary that amounted to 97.5% or 116 people, perhaps totaling 1.7% or 2 people and not amounting to 0.8% or 1 person.

## 4. Concepts and Design Results

### 4.1. Message Concept

In making this book, the author would like to convey information that Baduy was one of my satus who still adhered to the customs of his ancestors, as well as how their cosmology (view of nature) towards this world. The title chosen by the author is "Pikukuh dina Ngajagaan Alam". The selection of this title was inspired by the Baduy people who still maintain their nature. So that the nature in Baduy is still very beautiful . This book is also so that readers get a lesson from the Baduy tribe about their views on nature, so they can take care of nature. Baduy still believe in the law of karma, they believe when we take care of nature, then nature will also take care of us.

In designing the book of Kanekes Baduy Luar Cosmology books, Indonesian will use a non-standardized language, so that readers can easily understand it from vulnerable people aged 20-30 years.

### 4.2. Creative Concepts

This book will display content that contains learning as well as complementary information about the Baduy tribe. With the approach through Landscape photography media as a complement to the contents of the book to be more interesting and explain clearly. In this book the author will also provide information about tips on traveling to Baduy in a cheap and fun way.

### 4.3. Media Concepts

Media to convey this message is printed media in the form of books. Because a real media book, can be seen in a real way, can be used as a reference, can be carried anywhere without fear of running out of energy. Can last long term if the treatment is correct.

- Book type: Photography book
- Book title: Baduy, Pikukuh dina Ngajagaan Alam

- C. Size: 20cm x 25cm
- D. Paper Type: 90 gram bookpaper
- E. Binding Technique: Hardcover
- F. Number of Pages: 112
- G. Fill in the Book

**4.4. Visual Concepts**

**A. Illustration (Photography)**

The illustration that will be used in this book is an illustration in the form of photography and images. With a simple, natural, traditional style that focuses on the cosmological view of the Baduy people. This enrichment was chosen according to the target audience, namely from the age of 20-30 years. Which illustration illustrates the natural view of the Outer Baduy tribe itself in the province of Banten.

**B. Layout**

The author will use the principles of Layout theory so that this book looks comfortable to read. The author will also use the column grid and manuscript grid because it looks modern and dynamic. So that it will be easier to find the flow with good readability.

**4.5. Business Concepts**

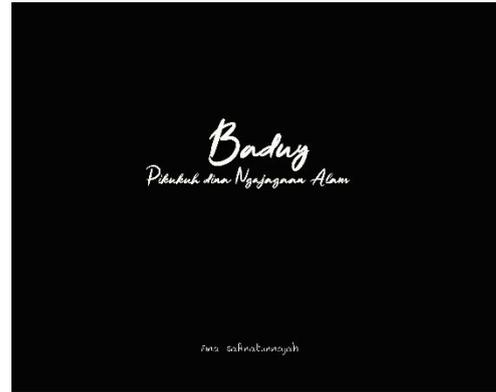
AISAS is the process of a consumer who always pays attention to a product, advertisement, or service (Attention) and then creates an interest (Interst) so that it will generate the desire to gather all related information (Search), the consumer then gives an overall assessment based on all information they collect, to produce a decision (Action) until finally they will give an assessment and spread the information (Sharing).

<b>ATTENTION</b>	To attract community attention, it will enliven Instagram media with #BaduyPikukuhdinaNgagaalam hastag and enliven it with creative instastory
<b>INTEREST</b>	After being interested in the attention and installation phase, a giveaway will appear, with travel package prizes visiting Baduy 3 days 2 nights and Baduy accessories such as headbands
<b>SEARCH</b>	Then the target audience will find more information about the prize giveaway
<b>ACTION</b>	The target audience will follow the giveaway
<b>SHARE</b>	After the target audience follows the giveaway, then they will enliven the #BaduyPikukuhdinaNgajagaanAlam hastag so that they indirectly advertise Baduy, Pikukuh dina Ngajagaan Alam book for free and will be profitable on the sale of the Baduy, Pikukuh dina Ngajagaan Alam book

**4.6. Design Results**

The results of this design are a means of learning as well as complementary data information that already exists and is made official by the author. The main and first work made by the author is a book about the cosmology of Kanekes Baduy Luar which is packaged in photographic media. This book has a size of 20 x 25 with 90 gram book paper and uses hardcover binding techniques. The following are the results of the design that the author made:

**A. Cover**



**Figure 1.** Front Cover

On the cover page contains the photos that implement the Badu Luar tribal cosmology. This photo was taken using a Canon 60D



**Figure 2.** Rear Cover

On the back cover contains a synopsis of the book. There is also the logo of Pesona Indonesia, the publisher, the Banten Exciting Tourism logo, and also an ISBN barcode.

**B. Homepage**



**Figure 3.** Homepage

### C. Content page



Figure 4. First Fill Page



Figure 5. Second Content Page

### D. Closing

The closing section is a photo of the author, and about the author.

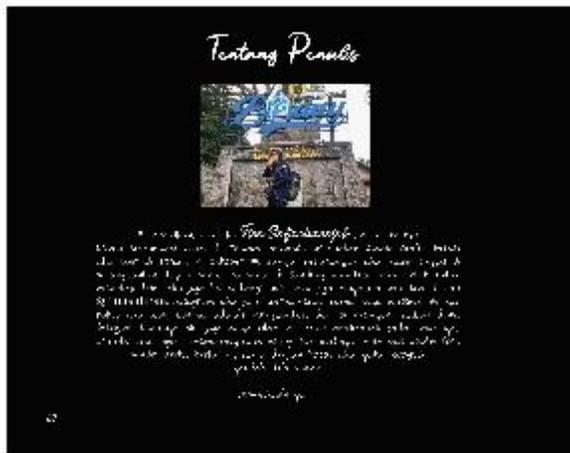


Figure 5. Biography Pages

## 5. Conclusions and Suggestions

### 5.1. Conclusions

Based on the results of observations and the results of the design of the final assignment that has been done by the author. It can be concluded that Baduy have cosmological values and good life philosophies. They also take care of nature. But unfortunately there are still lack of media that reveal about their cosmology and life philosophy.

In carrying out this final assignment, of course the author has undergone several processes, such as searching for data and collecting money data, which needs to be done in several places, one of them is the Kanekes village office and the Banten Provincial Tourism Office. And stay at Baduy to get maximum results.

With the photography of the Kanekes Baduy Luar cosmology book, the public can get to know more closely and

significantly about the Baduy Luar with the photos displayed.

### 5.2. Sugesstions

For the Banten Province Tourism Office in order to continue to maintain the preservation of the Baduy, because the Baduy have now entered into tourism but keep the customs there, so as not to be contaminated with outside culture.

It should be noted also when you want to take a photo object, attention to weather conditions, so that when taking pictures is not blocked by bad weather. As well as the book history, it is better to use copywriters and editors so that the resulting work can be maximized.

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