

Research Article

Designing Company Profile of Betawi Cultural Village Setu Babakan in Photo Book

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Abstract.

This research aims to create promotional media for Betawi Culture in the form of photo books. The photo book was designed in several stages, namely taking photos of all areas in Setu Babakan with the Rule of Third composition; filling the frame, diagonal, symmetry; low angle, eye level, high angle; available lighting and artificial lighting. The photo book was designed with Betawi identity colors, namely green and yellow on the front and back covers and a white background on the content. League Gothic font type for the title and Montserrat for the content were used. Content editing and styling were done using the Canva application. Then, it was tested and evaluated to produce a photo book with the title Setu Babakan Betawi cultural village. This photo book contains 80 pages about Setu Babakan and Betawi Culture along with descriptions.

Keywords: photo book, company profile, Betawi Culture, Setu Babakan, promotional media

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1. Introduction

Along with rapid urbanization and modernization, the preservation of Betawi culture is faced with great challenges. The traditional houses that characterize these villages are increasingly being displaced by modern buildings. Preservation efforts need to be intensified so that future generations can continue to experience the richness of existing culture. The preservation of Betawi culture is not only the responsibility of the government or cultural preservation groups, but involves the entire community. Through education, appreciation, and active participation, we can ensure that the richness of Betawi culture continues to sparkle and become a source of pride for every generation.

Citing the Regional Regulations and Regulations of the Governor of DKI Jakarta in the Journal of Applied Minangkabau Government, the preservation of Betawi Culture has been regulated in Regional Regulation No. 4/2015, where the implementation of the regional regulation is still considered weak. Ondel-ondel is one of the Betawi cultural icons regulated in DKI Jakarta Governor Regulation No. 11/2017 on Betawi Cultural

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Icons[1]. However, the reality is that now the ondel-ondel which is a Betawi cultural icon has experienced a shift in meaning, and is used as a medium for busking. This is one of the concrete examples that Betawi culture is increasingly neglected from the real standard.

A company profile provides a complete picture of a company or organization. In this case, the purpose of creating a company profile of Setu Babakan Betawi Cultural Village in the form of a photo book is to introduce and promote the Betawi cultural village in Setu Babakan to the general public. A Photobook is a book designed to display a collection of photographs inside [2] that provide an interesting visual picture of this village's beauty, history, and culture.

Setu Babakan Betawi Cultural Village is one of the cultural tourism destinations located in Jakarta, Indonesia. This village maintains rich Betawi traditions and culture, as well as being a center for the preservation and promotion of Betawi culture [3]. The development of technology, the development of the lifestyle of the younger generation, the indifference of the younger generation to Betawi culture, and the lack of cultural activities and the lack of documentation of the culture itself are the main keys to the fading of ancient Betawi culture in the middle of the big city. So far, Setu Babakan Betawi Cultural Village needs to improve marketing either through archiving good documents in the form of conventional or digital photobooks. In addition, increasing activities that invite many visitors, overcoming the negative responses that still exist in the community regarding the Setu Babakan Betawi Cultural Village, to increase public interest in visiting and learning about Betawi culture [4]. Through the design of this Photo Book, it aims to invite people to recognize and appreciate the uniqueness as well as diversity of Betawi culture.

This Photo Book will feature a collection of photographs depicting the daily life of the Betawi people, the architecture of traditional Betawi houses, Betawi arts and culture, as well as traditional events held in this village. Each photo will be accompanied by a brief description that provides information about the activity or object shown, thus helping readers to better understand and appreciate Betawi culture. In designing this Photo Book, we will also incorporate interesting and aesthetic design elements, thus creating a pleasant visual experience for readers. In addition, this Photo Book can also be used as a reference for tourists who want to visit Setu Babakan Betawi Cultural Village, so that they can have a clear picture of this place before making a visit.

Based on the description of the problems above, the Company Profile design of Setu Babakan Betawi Cultural Village in Photo Book is expected to increase public awareness and interest in maintaining, preserving, and appreciating Betawi culture.

This Photo Book is also expected to be an effective tool to promote Setu Babakan Betawi Cultural Village as one of the interesting cultural tourism destinations in Jakarta. In addition, this Photo Book can provide complete information and inspire readers to get to know and explore Betawi culture, and support efforts to preserve local culture.

2. Material and Methods

To design the Company Profile of Setu Babakan Betawi Cultural Village in a Photo Book, several methods that can be used are data collection methods and implementation methods.

Data collection methods include:

Observation: observing the promotional documents provided by Setu Babakan. The results of the observation can be used as an important reference in making the importance of the photo book.

Interview: Conduct interviews with local residents, Setu Babakan employees, or related parties in Setu Babakan Betawi Cultural Village. These interviews can provide a deeper insight into Betawi culture, unique stories, and experiences that can be used as additional information.

Literature Study: Conducted in-depth research on Setu Babakan Betawi Cultural Village, including Betawi history, culture, tradition, art, and architecture from various literature references. This literature study helped in gaining a good understanding of the village and ensuring accurate and relevant content in the Photo Book.

Implementation methods include:

Photography: Using the photography method to take interesting and representative photos of the architecture, art, and traditional events in Setu Babakan Betawi Cultural Village. Choosing the right angle, lighting, and composition will help create strong and memorable images.

Graphic Design: Using graphic design principles such as layout, typography, color, and other design elements to create an attractive and consistent look in the Photo Book. Choosing a design style that suits the Betawi cultural character and visual communication needs will help create an effective design.

Content Editing and Compilation: Editing the photos and writing informative descriptions for each photo that will be included in the Photo Book. The content should be organized in a logical and interesting way, so that it is able to thoroughly describe the Setu Babakan Betawi Cultural Village.

Trial and Evaluation: Test and evaluate the draft Photo Book with the target group or related parties. Feedback and input help to refine and improve the overall design, content and presentation of the Photo Book.

3. Result and Discussion

The discussion about Betawi culture is endless. This is evident from several studies that have been conducted on Betawi culture. Various topics and scientific fields are interested in researching the existence of indigenous culture in the middle of the capital city. Such as the research entitled The Strategy of the Jakarta Special Capital Region Provincial Cultural Office in Preserving Ondel-Ondel Culture which specifically discusses Ondel-ondel Culture in the era of modernization. Humanities research entitled Betawi Access Application: A Model of Betawi Cultural Preservation Strategy in the Era of Information and Communication Technology Today, tends to discuss the strategy of preserving Betawi culture today and many other studies.

Looking at previous research, the author is interested in researching from the scope of applied visual arts, namely photography, which will be realized in the form of a photo book product regarding the company profile of the Betawi Setu Babakan cultural village. Photography is a form of visual communication where photographers deliver messages to the viewer through their photos [5]. The technical process to give character and beauty to the visual result must be adjusted to the aesthetic principles included in photography. Photo Art not only records things that happen in the real world but also produces an intricate work of art and image media that defines a specific purpose [6].

3.1. Photography (Taking a picture)

Using the photography method to take interesting and representative photos of the architecture, art, and traditional events in Setu Babakan Betawi Cultural Village. Company Profile of Setu Babakan Betawi Cultural Village in Photo Book contains a collection of photos about Setu Babakan Betawi Cultural Village from the entrance, the zones of the Betawi village area, to the traditional activities. The photo design is formed by using qualified photography techniques, such as composition techniques, lighting shooting angles and equipment used.

TABLE 1: Image Design.

Image	Description	Photography Techniques			Tools
		Compositions	Angle	Lighting	
Entrance to Setu Babakan	There are several entrances to Setu Babakan. There is the main entrance, Si Pitung entrance, and the south entrance.	Rule of Third Fill the Frame	Bird Eye level Low Angle	Available Light	DSLR Mirrorless fullframe Drone
Setu Babakan Zone	Setu Babakan consists of 3 zones, Zone A, Zone B and Zone C.	Rule of Third Fill the Frame Diagonal Symmetry	Bird Eye level Low Angle Top Angle High Angle	Available Light	DSLR Mirrorless fullframe Drone
Traditional Betawi Activities	The Betawi people are very thick with their cultural activities and traditions.	Rule of Third Fill the Frame Diagonal Symmetry	Eye level Low Angle High Angle	Available Light	DSLR Mirrorless fullframe

3.2. Designing book

Using graphic design principles such as layout, typography, color, and other design elements to create an attractive and consistent look in the Photo Book. The design stages of this photo book design consist of selecting colors that become Betawi / Jakarta entities, namely Green and Yellow. Also used several color combinations that support the basic colors. In the font selection, League Gothic font is used in the title and Montserrat font in the content writing. League Gothic font geometrically inspired gothic sans serif family, strong and versatile. This font is a revival of the old classic fonts: Alternative Gothic. Montserrat font has a compact and rather wide design and is very suitable as the header or content of a design.

3.3. Content Editing and Compilation

Editing the photos and writing informative descriptions for each photo that will be included in the Photo Book. After designing, editing and compiling the existing content followed. The content was compiled using Canva software, which is an easy-to-use

TABLE 2: Draft Design.

Colors	Description	Image	Font
	Green #077B08: Betawi Yellow #FBFF2A : Gigi Balang		League Gothic
	Color combinations used when designing photobooks		Montserrat

design software. Photo content is organized starting from history, the current Betawi cultural village, zones, and buildings, up to Betawi cultural activities.

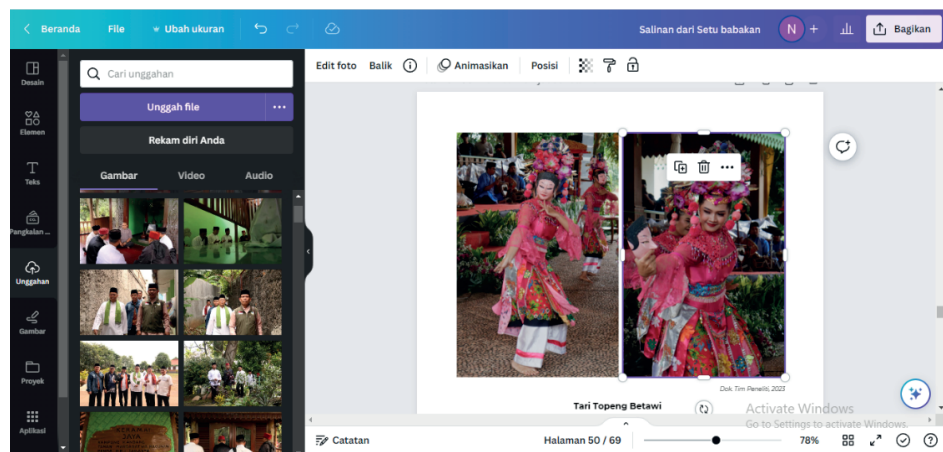


Figure 1: Editing Process

3.4. Trial and Evaluation

Test and evaluate the draft Photo Book with the target group or related parties. The final stage is the testing and evaluation of the final results that have been made. Both hardfile and softfile trials were conducted by audiences from Setu Babakan and from the surrounding environment. This aims to find out the shortcomings and errors contained in the photo book. So it can be refined so that the final result is as desired.

Improvements made include cover design, font color, font size, addition of photo content and addition of visual narration of each image.

Stage 2 improvements included the addition of illustrative content and a complete narrative. And there was also input to add historical content in the opening of this photobook.

Photobook mockup results have been improved in several stages. This photobook is 20 x 20 cm in size, and 90 pages in total. With this purpose, the audience can easily



Figure 2: Trial and Evaluation #1.



Figure 3: Trial and Evaluation #2.



Figure 4: Photobook Mockup.

enjoy this photobook with a size that is not too large. This photo book will be printed and registered with an ISBN number by the publisher. The printed photo book will be

given to UPK PBB Setu Babakan as a medium to introduce Betawi culture to a wide audience in the form of a physical book, which has not been owned by UPK PBB Setu Babakan.

4. Conclusion

The conclusion of the design of the Company Profile of Setu Babakan Betawi Cultural Village in Photo Book is as follows: Setu Babakan Betawi Cultural Village is an important cultural tourism destination in Jakarta, Indonesia. The design of this Photo Book uses data collection methods in the form of observation, interviews and literature studies. Also used are implementation methods, namely photography, graphic design, content editing, and trial and evaluation to create effective and attractive results. The design of the images in the Photo Book covers various aspects, including the history of the village, the daily life of the Betawi people, traditional house architecture, Betawi arts and culture, and traditional events in the village. The photos chosen should be able to illustrate the uniqueness and beauty of Setu Babakan Betawi Cultural Village.

This Photo Book serves as a means to promote the Setu Babakan Betawi Cultural Village as an interesting and inspiring cultural tourism destination. Introducing Betawi culture through relevant images and explanations, hoping to increase public awareness and interest in maintaining, preserving, and appreciating Betawi culture. Hopefully, this Photo Book can be an effective tool to promote Setu Babakan Betawi Cultural Village and encourage the preservation of local culture with its rich heritage and local knowledge. Suggestions from this research, facilities are more concerned again. There are still some facilities that are not feasible at some point. Betawi cultural activities are held regularly once a week before the weekend at Setu Babakan so that more people come and are more enthusiastic.

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