

MEDIA DESIGN OF CULTURAL BOOK PRINTING SEATING BEDULANG BELITUNG

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Abstrak

Budaya adalah suatu cara hidup yang berkembang dan dimiliki bersama oleh sekelompok orang dan diwariskan dari generasi ke generasi. Budaya terbentuk dari banyak unsur yang rumit, termasuk sistem agama dan politik, adat istiadat, bahasa, perkakas, pakaian, bangunan, dan karya seni. Budaya bersifat kompleks, abstrak, dan luas. Makan bedulang merupakan sarana pengikat talisilaturahmi. Ketentuan yang berlaku yang disepakati oleh masyarakat melayu belitung, Tujuan pembuat buku ini adalah untuk memberikan informasi tentang makan bedulang dari sejarah, tatacara dan etika makan bedulang, jenis masakan, dan sebagainya agar kebudayaan makan bedulang ini tidak hilang dan tetap dilestarikan.

Kata Kunci : media, cetak, buku, kebudayaan, makan, bedulang, belitung

Abstract

Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art. Culture is complex, abstract, and broad. Eating bedulang is a means of binding friendships. The applicable provisions are agreed upon by the Belitung Malay community. The purpose of this book is to provide information about bedulang eating from history, procedures and ethics of eating bedulang, types of cuisine, and so on so that the culture of eating bedulang is not lost and is preserved.

Keywords : media, print, books, culture, eat, bedulang, belitung.

Preliminary

Culture is a way of life that is developed and shared by a group of people and is passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, language, tools, clothing, buildings and works of art. Culture is complex, abstract and broad.

In life, humans are never separated from culture and customs. Culture is also an identity and characteristic. For that, its existence is very important. It is not surprising that every particular group or class of society has a different culture. The word culture is taken from Sanskrit, which is "buddhayah" which means things that have the meaning of human mind and reason. In other words, is the mind and intellect, humans can survive. Culture is hereditary, from generation to generation continues to be passed on.

Eating bedulang is a means of binding the ties of friendship. The provision agreed upon by the Belitung Malay community is that the perpetrator must sit together which shows

equality and togetherness. The tradition of eating bedulang contains the values of harmony, unity, which is shown in the use of napkins and washing hands.

Problem Formulation

Based on the problem identification obtained, the problem formulations in this proposal are:

- 1) How to design a good and correct printed media for eating bedulang belitung culture books so that readers can accept them?
- 2) How to visualize the printed media of culture book eating bedulang belitung effectively and communicatively so that it is conveyed properly?

Problem Limitation

Based on the existing background, the problem boundaries in the design of the Print Media for this Book are:

1. The Culture of Eating Bedulang Belitung in his photography book.
2. Audience segmentation:
 - a. Demographic
 - Gender: Male and Female
 - Age: 17 - 50 years
 - Education: Elementary-University
 - Group: Middle and Upper
 - b. Geographical: Bangka Belitung Province and all regions in Indonesia

- c. Psychographics: groups of people who like the history of culinary culture and like to cook.

Purpose and Design Objectives

In this research, of course, the writer has a specific purpose and objective to make the Cultural Book of eating bedulang. The aims and objectives are as follows:

Design Purpose

In this research, of course, the writer has a specific purpose and objective to make the Cultural Book of Makan Bedulang. The aims and objectives are as follows:

1. Know how to properly and correctly design the Makan Bedulang Culture Book.
2. Knowing how to effectively and communicatively visualize the printed media for the culture book eating bedulang belitung so that it is conveyed properly.
3. Provide complete information about Bedulang and promote Bedulang eating culture.

Data Collection Methods

Data is the basic material of information that represents an object, action, or fact. By conducting data search activities in the field, writers can get accurate data or information about the theme being raised. And in this study the data collection methods used are as follows:

Field Data

In obtaining field data, there are two types of data used, among others:

- a. Observation Data
The method of observation, the method of collecting data by making direct observations and making careful notes and arranged systematically so that it can collect authentic data.
- b. Interview Data
Interview data are used to strengthen observational data. Therefore, the authors also conducted interviews to find information and strengthen the observation data that had been obtained.

Basis Theory and Data Analysis

Theoretical basis

The theoretical basis contains the theories used in conducting discussions based on the topics discussed. All kinds of theories outlined in this report will serve as a reference for later discussion. A complete explanation of these theories can be described as follows:

Communication Theory

Communication comes from the Latin communication which means notification or exchange of thoughts. So in a communication process there must be elements of the same meaning in order to have an exchange of thoughts and understanding between the communicator (the sender of the message) and the communicant (the recipient of the message).

According to Karlfried Knapp in the book Introduction to "Communication Theory & Management" by Suprpto, (2009), states that communication is an interpersonal interaction that uses a system of linguistic symbols, such as a system of verbal (words) and nonverbal symbols. This system can be socialized directly /face to face or through other media (written, oral, and visual).

In the book "Visual Communication Design" by Lia Angraini (2018) according to communication expert, Everett M. Rogers, communication is defined as a process where an idea is transferred from the source to the recipient or more. With the intention of changing their behavior.

From the explanation above, it can be concluded that communication can be interpreted as the transfer of information in the form of messages from communicators to communicants which have the aim of achieving mutual understanding between communicators and communicants, this form of interaction can influence each other.

Publication Strategy

The market is a meeting place between sellers and buyers, or more specifically, areas, places, regions, areas that contain demand and supply forces that meet and form prices. According to Kotler and Keller, the book entitled Marketing Basics: 7, 2004 are: "A social and managerial process in which individuals and groups get what they need and want by creating, offering and freely exchanging valuable products and services with other parties".

Meanwhile, other opinions by M.Fuad, christen H, Nurlela, Sugiarto, Paulus, Y.E.F. in his business introduction Page: 120, 2006 are: "Marketing is the process of moving goods and services from producers to consumers, or all activities related to the flow of goods and services from producers to consumers".

So the authors conclude that marketing is a social process in which a company builds relationships with their customers as a business activity that is not only focused on the process of

selling goods, services or ideas, so marketing plays an important role, especially in business.

Psychology of Color

Determination of color in the manufacture of a promotional media is very important, because of a color can display a characteristic of what will be conveyed or under it. So approach through color to audience interest can be used as an important reference for the design of book promotion media. examples of colors that can represent the nature of heat to display colors that have a cold character. Quoting from Brewster's theory, Brewster's theory divides the colors of the colors in nature into four color groups, namely premier, secondary, tertiary, and neutral colors.

Semiotics

Etymologically semiotics (language) comes from the Greek word semeion which means "sign". Meanwhile, in terminology (term) semiotics is defined as the science of signs. This science considers that social / community and cultural phenomena are a form of signs. Semiotics also studies the systems, rules, conventions that allow these signs to have meaning. Semiotics is the science of signs that offers an explanation of how people take meaning from words, sounds and pictures.

Cultural Aspects

In life, humans are never separated from culture and customs. Culture is also an identity and characteristic. For that, its existence is very important. It is not surprising that every particular group or class of society has a different culture. The word culture is taken from Sanskrit, which is "buddhaya" which means things that have the meaning of human mind and reason. In other words, is the mind and intellect, humans can survive. Culture is hereditary, from generation to generation continues to be passed on.

Design Style

Style in general is a typical variety of expression, design, architecture or the way things are done. Style in graphic design means visual beauty that has a big influence on a certain time and place. Graphic designers are basically tasked with organizing and communicating messages to place a product or idea in the mind of the audience, give a good impression, and inform and publish information in an effective way. Broadly speaking, the flow of design styles in graphic design is as follows:

Late Modern Design Style

Latemodern the Late Modern period was dominated by innovations from America. This illustration style is inspired by the modernist European Avant Garde. There are works that uphold simplicity and non-decorative. Far more modern techniques of photography, typesetting and printing have been used, thus adding a variety of methodology to the principles of design. One of them is the scissors-paste technique which emerged as an innovation at this time. Style features:

1. Principled simplicity
2. Conceptual communication
3. Smart and creative
4. Mixing various photography techniques, typesetting and printing.

Post Modern Design Style

According to Jencks Charles in the book "What is Post-Modernism?" (Jencks Charles 1989) says: Post-modernism is a mixture of various traditions and the past. Post-modernism is a continuation of modernism, as well as beyond modernism. The distinctive features of his works are multiple meanings, irony, many choices, conflicts, and the fragmentation of various traditions, because heterogeneity is sufficient for various pluralisms.

Design Elements and Principles

Before creating a work, success is one of the goals of a designer / designer. In achieving success, of course, has several factors including design elements and principles.

Design Elements

As a graphic designer, the main equipment that must be owned is an idea and the ability to put his thoughts into graphic art, a reliable graphic designer certainly wants to maximize the richness of the art he produces. To support the perfection of the resulting design, there are several elements that must be studied.

The design elements include copywriting and Art Directing. Copywriting consists of a Headline, Subheadline, Tagline, and Body Copy. And Art Directing consists of Lines, Shapes, Colors, Space, Dark Light, Composition, Typography, Illustrations / Pictures.

Design Principles

The following is an explanation of the design principles, including:

1. Balance (balance)
All design components must appear in balance.
Not heavy-side.
2. Unity (unity)

Unity in the principles of graphic design is cohesion, consistency, unity or wholeness, which is the main content of the composition. With the principle of unity, it can help all elements become a unity and produce a strong theme, and result in a binding relationship.

3. Rhythm (rhythm)

Rhythm is the creation of designs with principles that unite rhythm. It can also mean repetition or variation of graphic design components.

4. Emphasis (emphasis)

Each form of design has something to stand out more than the others. The main purpose of this emphasis is to make it happen so that it can direct the view of the audience so that what is going to be conveyed is channeled.

5. Proportions

Proportion can also be interpreted as a change in size without changing the length, width or height, so that images with changes in proportions often look distorted.

Typography in Publication Media

Typography or typeface is a science in selecting and arranging letters by arranging their distribution in the available spaces, to create a certain impression, so that it can help readers to get the maximum possible reading comfort.

Understanding typography according to SuriyantoRustan in his book entitled *Basic Layout & Its Application* (P: 18, 2009), namely: "Choosing a typeface and its size including the spacing between letters, words, lines and paragraph width".

Layout

Layout is the arrangement of related design elements into a field to form an artistic arrangement. This can also be called form and field management. The main purpose of layout is to present image and text elements to be communicative in a way that makes it easier for readers to accept the information presented. In the *Layout* book written by Gavin Ambrose and Paul Harris (p: 11, 2005).

Anatomy of a Book

According to Andrew Haslam, a book is a portable container consisting of a series of pages that are printed and put together to store, announce, describe and transmit knowledge to readers across time and space. (Haslam, 2006:9).

Book Structure

Andrew Haslam (2006: 161) divides the structure of the book into three parts, namely front cover, back cover and spine.

Data Analysis

In the process of designing a good design, directed data classification collection is required. Data processing is one of the important methods in order to formulate a design strategy to precisely reach the target market.

Overview of the Institution

As a printed media with a book type that will be published to educate about the culture of eating bedulang, a strong institutional background is needed so that it runs optimally and reaches audiences that match the topic of study. In order to achieve the goals and objectives, the author took the time to observe community institutions engaged in the author's study topic.

As the explanation above, the writer made the book "Culture of Eating Bedulang" which is a printed media designed to provide educational knowledge about the culture of eating bedulang.

Conditions of Visual Communication Media

Book print media is a combination of information from various sources that is sorted and processed in such a way as to achieve integrated content while maintaining the originality and validity of the content. Combining data and information from various sources that have their respective advantages, obtains that the author gets very accurate content in discussing the topic of the author's study.

Competitor Data

One of the important analyzes needed in the process of designing a book print media is competitor data analysis, through this process the author can know and understand the situation of the target market. By observing the existing and current standard values and carrying out a good preparation stage to anticipate competition among these competitors.

SWOT

SWOT is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats. In English then it becomes SWOT because it stands for strengths, weakness, opportunity, and threat.

1. Strengths

- An explanation of the culture of eating bedulang to the procedure for eating bedulang.
- Layout that is not boring.

2. Weakness

- The number of testimonials and speakers is low.

3. Opportunity
 - A practical and easy-to-understand historical guide.
 - People are starting to realize the importance of preserving the culture of eating bedulang.
 - Books with photography principles and techniques are more desirable than books with full text.
4. Threat
 - The possibility of a book with a similar theme
 - The rise of copyright claims.

The Concept of Book Designing Culture of Eating Bedulang Belitung Media Concepts

The process of designing a good print media concept will involve an objective mindset, not only evaluating the results of data processing but also considering the conceptual execution and output of the design that will be designed later.

The results of the author's observations are then sorted using certain criteria to ensure the validity of the content in the media to be used. Because of the large amount of data, the writer needs media capable of viewing dozens of works and data at once, in this case, in the form of text and photography with an orderly sequence of classification and sorting. Of the various types of output available, the media that is considered suitable for displaying this kind of data is the type of book print media.

Purpose of the Media

The purpose of making this book media is to provide explanations and information about the culture of eating bedulang with promotional media that are effective, communicative, easy to understand and easy to remember. In selecting promotional media, it must be in accordance with the target so that it can be used as a medium for education and learning for the community.

Media strategy

This knowledge media is an interesting thing to be used as a lesson for the community about the culture of eating bedulang. Therefore, as a mixed media in learning, it will display visual elements in the form of photographic illustrations as a form of visualization of the culture photography book eating bedulang. The book has a size of 20 x 20 cm, therefore the form of printed media, it is hoped that it will be able to circulate in the community. This media strategy will then take the form of book print media as the main media,

promotional media in the form of posters, brochures, fliers, X-banners, and merchandise in the form of calendars, stickers, t-shirts, tote bags and bookmarks.

Media Selection

Apart from books, supporting media should also be prepared to support marketing and essential communication. Promotional supporting media are posters, brochures, flayers, X-banners, banners, and merchandise in the form of t-shirts, tote bags, stickers, calendars, and bookmarks.

Target Media

The entire design strategy design and marketing of books on the culture of eating bedulang take into account the target market to be targeted along with the relevant feedback expectations. Here are four significant indicators of the target market behind a marketing campaign:

1. Demographics

Common demographic factors are gender, age, occupation, education, religion and social class. The target set is the upper middle class, men and women aged 17-50 years, from young to old.

2. Geography

Geographical factors include the areas that want to be targeted as the implementation of media marketing. The area determined for mediasales is Bangka Belitung Province and its surroundings, but it is possible to market it outside Bangka Belitung.

3. Psychology

Psychologically, the target market for the Cultural Makan Bedulang book set is individuals who like the history of culinary culture and love to cook.

Guidance

In this case, media guides are the selected media. The media used as a solution in promoting the cultural photography book on eating bedulang is expected to be able to provide information to the target audience about the information offered. The media used must be able to inform and be able to build a positive image to the audience, especially at the intended target. The media options used are:

1. Poster

From ancient times until now, posters are often used as a promotional medium and as a medium of information. The poster for the cultural book on eating bedulang is designed to display the logotype and make the main media in the form of a book set as a highlight or focus. This poster also contains

information about a book launch and book review. The predefined size for this poster design is 29.7 x 42 cm.

2. Brochures

A brochure will be given out after purchasing a cultural book on eating bedulang when the launch takes place at the launch event. The brochure here aims to provide information or explanation about a product that is intended, not only that the brochure is designed to attract attention and is printed on good paper in an effort to build a good image of the product. The specified size for this brochure design is 21 x 29.7 cm.

3. Flyer

Flyer will be distributed in several places, namely in the culinary center which is often crowded with visitors and employees at lunchtime as well as during the cultural book launching event. The flyer is designed to display logos, information about book launches and use photographic illustrations. The specified size for it is 14.8 x 21 cm.

4. X-Banner

X-banner is a large promotional media which is generally applied when an event is taking place. The user is used for the identification of activities, thus the design contains only a few important elements that should be highlighted from the activity concerned without any additional content that can be featured in smaller promotional media. The X-banner is designed to display logos, information about book launches and use photographic illustrations. X-banner size 60 x 160 cm.

5. Merchandise

Merchandise or souvenirs are a bonus that product buyers receive for free. Merchandise in the form of t-shirts, tote bags, stickers, calendars, and bookmarks will be given randomly to the first 20 registrants who take part in the book launch event of the Eating Bedulang Culture book.

Creative Concepts

From the data obtained by the author through a library study and interviews with Belitung cultural observers, it produces points that will be discussed in the culture of eating bedulang Belitung. Eating bedulang can more fully be interpreted as a procession of eating together in one pan consisting of four people, both in the family environment and in the environment of traditional ceremonies in certain ways.

Eating bedulang is a procession of eating together in one pan consisting of four people sitting cross-legged facing each other around a place containing food. Literally, eating bedulang is eating using a pan, which is a large, round tray or tray. In this hereditary tradition, various Belitung specialties are served which reflect the close relationship between the social and ecological systems of Belitung. The philosophical meaning is to sit cross-legged, also means equal (mutual respect between communities) and is also in accordance with the sunnah of the Prophet Muhammad.

In the process of making this book the author uses Adobe Indesign software. The arrangement in the layout that already contains copywriting for each illustration is placed and arranged also using Adobe Indesign.

Keywords

Keywords are determined by selecting the author's study topic. This aims to facilitate the identification step. In order to make it easier, the keywords that are set must cover all aspects contained in the study. The book Culture of Eating Bedulang Belitung is a book that explains complete information about Bedulang. Therefore, the keywords of the Cultural Book of Eat Bedulang Belitung are traditional, culinary, and culture.

Creative Strategy

Creative strategy is an approach and systematics of thinking that helps in the preparation of a promotion to maximize visual appeal. The following is an explanation of the creative strategy of the Bedulang Belitung Culture Book.

Creative Program

Every design work that is created has several creative programs and has several processes in producing a work that is maximized and can be liked by the community. Therefore, creative programs are very helpful in providing stages to produce a work.

Print Process

In the process of realizing the printed media for eating bedulang, the authors carried out printing for the main media content, namely printing the contents separately and then binding them into book form. The type of material chosen for content paper is Concorde 90 gsm, printed by digital printing with hot glue binding technique into the form of a hardcover book. While the cover uses Art Carton 220 gsm laminating doff.

Pre Production

The pre-production stage involves field and library studies along with processing and sorting data for use at the production stage. The following is a sequence of steps taken by the author after determining the topic of eating Bedulang.

- a. Observation / survey of strategic locations that could potentially have key data for the author's research. The author visited the traditional house of Belitung which often held bedulang meals and in restaurants that served bedulang meals.
- b. Interviews with sources to obtain more specific data on the topic of the author's study. The author conducted an interview with Mr. Achmad Hamzah as a humanist who understands the culture of eating bedulang.
- c. Study the literature to obtain written data that is accurate and can be referenced. The author examines a number of titles that contain the essence and important list for creating appropriate content in describing a style, seen from reference books that support the style knowledge of a bedulang culture.
- d. Determination of problems and objectives, as well as alternative solutions to problems such as determining target markets and designing marketing strategies.

Production

After the pre-production stage, the next stage is the production stage in making designs. The following is a sequence of steps taken by the author to start designing the print media for the book *Makan Bedulang*.

- a. The determination of the design concept is based on the information and data that the author has obtained, both obtained by references and suggestions from the supervisor.
- b. Looking for a reference design style to use in the book. Design references include layout, fonts, colors, and the size and type of print media that will be used by the author.
- c. The author makes a rough photographic illustration using a DSLR camera to show the photos that will later appear in the cultural book eating bedulangbelitung.
- d. Create layout designs using Adobe InDesign software.
- e. Photos are consulted with the supervisor in order to receive feedback on the alternative designs that have been made.
- f. Design revisions are carried out to correct deficiencies or errors that arise in the design process. This process together with the fourth

step is repeated frequently until the content and media visualization is mature and ready for printing.

- g. The finished media design is saved as a PDF to maintain quality.
- h. After the work is finished being produced, the writer evaluates all the stages and begins composing words to compile a report on the work discussion.

Post Production

After submitting the production media and completing the report, the authors continue the post-production stages as follows.

- a. The printed media for the *Bedulang Food Book* will be presented to the examiner as a stage of the thesis exam. The presentation stage includes an explanation of the background of making the work, drafting it, the visual design process, printing and publication of the work.
- b. The *Bedulang Eating Book* is displayed in the faculty exhibition as a form of delivering the Final Project message.
- c. The book *Eating Bedulang* is the responsibility of the author as one of the original educational content in the form of printed book media.

Design and Application

Main Media

The process of designing the print media design of the *Makan Bedulang* book was made by applying the concepts and visual elements described in the previous chapters. The following is a description of the layout design and visual concepts that have been applied to the main media.

Books

The identity of a book is contained in a Book Cover



Image 1. Front and Back Cover Layout of *Bedulang Dining Book*
Source: Robbil Tri Atmojo, 2020

Promotion media

The following is a description of the layout design and visualization of concepts that have been applied to promotional media:

Poster

Posters are printed media that are used as a means of promotion with a more personal target market. Related to the design of the cultural book eating bedulang belitung.

Media Specifications:

1. Size: 29.7 cm x 42 cm
2. Material: Art paper



Image 2. Poster and Layout Elements
Source: Robbil Tri Atmojo, 2020

Brochures

Brochures include promotions in printed media that are more personalized to the target market. The brochure used is a trifold or three-layer type because it is one type of brochure that is very popular and often used.



Image 3. Layout Elements of the Flyer of Makan Bedulang Book Promotion Media
Source: Robbil Tri Atmojo, 2020

Media Specifications:

1. Size: 14,8 cm x 21 cm
2. Material: Art paper

X-Banner

X-Banner is a large promotional media which is generally applied when the event is taking place.



Image 4. Layout elements from Promotional Media x-bannerbook Makan Bedulang
Source: Robbil Tri Atmojo, 2020

Media Specifications:

1. Size: 60 cm x 160 cm
2. Material: Easy Banner + Standing

Merchandise

The design process of the "Culture of Eating Bedulang Belitung" merchandise was executed by applying the concepts and elements of the visuals specified in the previous chapter, the following is a description of the specifications and visual concepts that have been applied and printed in the form of merchandise.

Bookmarks

Bookmarks with 310 gsm Art Carton material with a size of 5 cm x 15 cm.



Image 5. Bedulang dining Bookmarks Design
Source: Robbil Tri Atmojo, 2020

Sticker

Sticker with Doff Vinyl Sticker material with a size of 8 cm x 8 cm.



Image 6. Souvenir Sticker Design
Source: Robbil Tri Atmojo, 2020

Calendar

The calendar is A5 (14.8 cm x 21 cm). Calendar paper using 230 gsm cardboard art material.



Image 7. 2021 Calendar Souvenir Design
Source: Robbil Tri Atmojo, 2020

T-shirt

Premium cotton t-shirts in various sizes, and printed using DTG Printing.



Image 8 Souvenir T-shirt designs
Source: Robbil Tri Atmojo, 2020

Totebags made from canvas of various sizes, and printed using DTG Printing



Image 8. Totebag Souvenir Design
Source: Robbil Tri Atmojo, 2020

Closing

Conclusion

Eating bedulang is a procession of eating together in one pan consisting of four people sitting cross-legged facing each other around a place containing food. Literally, eating bedulang is eating using a pan, which is a large, round tray or tray. In this hereditary tradition, various Belitung specialties are served which reflect the close relationship between the social and ecological systems of Belitung. The philosophical meaning is to sit cross-legged, also means equal (mutual respect between communities) and is also in accordance with the sunnah of the Prophet Muhammad.

In designing the Cultural Book of Eat Bedulang Belitung, the author starts from designing a concept, going directly to see the bedulang eating procession in order to deepen knowledge about eating bedulang and its philosophy deeper, looking at references, to provide inspiration for the creation of design works. Making copywriting that can efficiently convey messages and information to the target audience and art directing that can attract the attention of the target audience and strengthen the delivery of messages and information to the target audience.

In the book, the author also describes the process by process in the implementation of bedulang so that people will know more about the process of eating bedulang. The process starts with Mak Panggong who is the coordinator of the procedure for eating bedulang, the Dish Organizer in charge of preparing food and cutlery, Tukang Berage who is in charge of putting food on the pan, Tukang Perikse Dulang who is in charge of checking the completeness of the side dishes, Tukang Ngisi Aik who is in charge of filling drinking water into a glass, and finally Tukang Ngangkat Dulang who is in charge of lifting and delivering the pan to the guests.

A good book designer is a designer who is able to process various types of visual elements creatively but remains structured, resulting in a systematic content arrangement that is easy for readers to understand. In photography books, designers are required to be able to assess, organize and manipulate images which make people more interested and admire the philosophy of eating bedulang, both visually and psychologically.

Suggestions

The final project is a compulsory subject for all students of the Visual Communication Design study program. Making a work that is attractive and acceptable to the public is certainly not a young thing and needs more accurate and more references. For this reason, I hope that in the future Esa Unggul University as an educational institution can help students in providing more and more diverse literature and library reference sources in the campus library to support student performance in the final project.

Suggestions for Related

Institutions Government and non-government institutions must assist and support students in the process of making the Final Project, be it in licensing data collection or related reference sources in order to complete the process of working on the final project.

Suggestions for Students

In the increasingly sophisticated millennial era, many people, especially students, do not understand and explore history. For this reason, the authors hope that the making of this Cultural Photography Book on Eat Bedulang Belitung can open students' insights about the meaning and philosophy behind eating bedulang. In addition, the authors also hope that students have a sense of responsibility, discipline and on time in the process

of working on the Final Project, where this Final Project is a subject that must be taken and carried out by every student of the Visual Communication Design study program and also as provisions for students to enter the world. work in the future.

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