

Photography as A Media for Promotion of Area Tourism in Brebes District

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Abstract. The purpose of this research is to introduce photography media as a means to promote tourism in Brebes Regency because photography looks simpler, modern, real and easy to understand and attracts the human sense of sight and can increase regional tourism visitors in Brebes Regency. This research is a qualitative research using observation methods and data collection techniques using interviews. The results showed that photography as a promotional medium can increase the interest of visitors, especially teenagers, in visiting tours in Brebes Regency. This is evidenced by the results of interviews on the subject, namely kimmnaya and regnan who visited tourism in Brebes Regency because they saw photography posts on social media that were interesting to visit. Photography can be a promotional medium and attract visitors due to the cleverness of a photographer in taking photos, editing, and posting on media which is certainly crowded with visitors. Therefore, photography can increase visitors to tourism in Brebes Regency, it must be based on good planning starting from choosing attractive photo spots, lighting, supporting social media, modeling, interesting captions, and so on.

Keywords: Photography, Promotion, Tourism, Brebes Regency

1. Introduction

According to [3] Jonathan, CJ, & Tarigan, R. (2016) Tourism has been an important economic sector in Indonesia for many years and continues to grow. The development of tourism globally is experiencing very rapid development and of course has a good impact on the economy. The tourism sector has been placed as a sector of the national economy. For example, in Indonesia, a country that prioritizes the tourism sector and gets the third position as the country that produces the largest foreign exchange source after oil and gas and palm oil. Unfortunately, the great potential of tourism is still not being managed optimally as evidenced by the low percentage of tourists interested in attending small area tours such as tourism in Brebes Regency.

Brebes Regency is an area located in Central Java Province. The area of Brebes Regency is divided into 3 plains, namely the coastal area, the central region and the highlands. Brebes Regency is the second largest area in Central Java Province after Cilacap Regency. With this, Brebes Regency has many beautiful, unique, and interesting tourist attractions that are not widely known by the public. In junal [5] Manogari, RR, & Zia, UK (2018) data obtained from the Department of Tourism and Culture, Brebes Regency has 26 tourist attractions. Brebes Regency also has a term, namely the golden triangle (Golden Triangle). Golden Triangle Tourism of Brebes which describes the 3 leading tourist attractions in Brebes Regency including the Kaligua tourist attraction, the Pandansari Mangrove tourist attraction, and the Ranto Cayon tourist attraction. According to [8] Putra, BCA, & Pigawati, B. (2013) The tourism sector of Brebes Regency is included in the WPP-F category along with the Tegal area and its surroundings

with a product development basis, namely natural development and measured tourism activities. In principle, according to [5] Erawan (1987: 47 in Tashadi, Ed., 1994) in dividing 3 main areas that are influenced by tourism, namely the economic, social, and environmental fields. According to [5] Wiranatha (2008) supports this by stating that in general tourism has a positive impact, one of which is improving infrastructure in tourist destinations. Therefore, with statements from some of these experts, this research will further develop tourism in Brebes Regency in order to improve various regional sectors, especially in the economic field by increasing the interest of visitors to tourism in Brebes Regency through the media of photography promotion. By using direct observation methods at 3 leading tourist destinations in Brebes Regency and subject interviews as a data collection technique, a research entitled "Photography as a Media for Regional Tourism Promotion in Brebes Regency can be carried out. Brebes Regency".

2. Method

This research is a qualitative research. According to [7] Nugrahani, F., & Hum, M. (2014) Qualitative research is a research procedure that is able to produce descriptive data in the form of speech, writing, and behavior from the people being observed. Meanwhile, according to [2] Fossey, E., Harvey, C., McDermott, F., & Davidson, L. (2002) Qualitative research is a broad umbrella term for research methodologies that describe and explain persons experiences, behaviours, interactions and social contexts without the use of statistical procedures or quantification. Therefore, qualitative research is more relevant to be used in this study because it is in accordance with the problem to be solved, namely describing photography which can be a medium for tourism promotion in Brebes Regency through the context of interaction and social context with the research subject. The primary data source used to design tourism promotion media in Brebes Regency is the observation method, namely by observing directly the tours in Brebes Regency, especially the 3 leading tours of Brebes Regency. In addition to conducting the observation method, interviews were also conducted with officials and the local tourism government regarding the information needed as material for designing photography promotion media in tourism in Brebes Regency.

According to [6] Mbogo (2003: 3) defines strategic management as the art of mobilizing resources and the science of formulating, implementing and evaluating decisions that enable an organization to realize its objectives. The shooting concept planning strategy is a photo concept that displays the sights of existing tours in Brebes Regency, especially the 3 leading tours of Brebes Regency by displaying the most beautiful side and of course the most attractive for visitors to come to tourism in Brebes Regency. Therefore, the choice of photography to promote tourism in Brebes Regency because photography and tourism are two inseparable things. As a means of promotion, beautiful photos will be the main attraction and be able to attract the attention of tourists to come and enjoy the tourism objects offered. With the existence of photography, various visual imaginations that were previously unimaginable by humans will be more easily documented for various purposes widely.

This research was carried out in several stages, as follows:

1. Searching and obtaining data from 3 leading tourist attractions in Brebes Regency and interviews with tourism office workers and cultural leaders in Brebes Regency.
2. Conducting socialization or promotion of photographic media through social media (tiktok, instagram, twitter, and facebook) and application in tourist places (posters, books, post offices, and X-Banners).
3. The target visitors for this photography promotion media are those aged between 15-50 years, where the target visitors have criteria, namely having a traveling hobby, having an adventurous spirit, and liking photography.

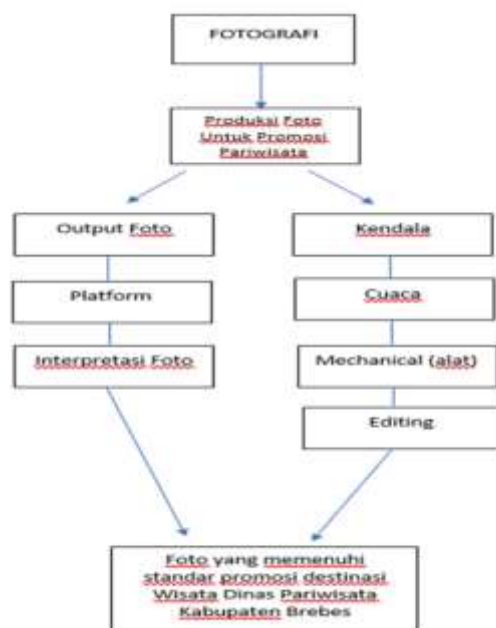


Figure 1. Photography design so that it can be a tourism promotion media in Brebes Regency.

3. Results and Discussion

Photography that was carried out at 3 leading tourist destinations in Brebes Regency had a promotional element in it. Taking photos is also a supporting factor in increasing tourist visitors to the 3 leading destinations in Brebes Regency such as the camera used, sunny weather (lighting), good editing, photo models, interesting photo spots, and also platforms in media distribution photography is done on a regular basis. These supporting factors can be seen already in the form of photography that has met publication standards and has been exposed to conventional media, both direct application to 3 tours (posters, books, post offices, and X-Banners) and social media (tiktok, instagram, twitter, and facebook). The real result of photographic media can be a medium for tourism promotion in Brebes Regency, namely the increase in tourists attending, especially teenagers, for example "Kiki" is a teenage tourist who comes to Kaligua tea garden tourism because of the many recommendations on social media and is supported by the results of the search for beautiful Kaligua travel photos. and attract visitors. Then, "regran" are tourists who visit Ranto Canyon waterfall tours because of promotions in the form of photography posts on Instagram. This is interesting, of course, this can also be a good step for teenagers to preserve and promote tourism in their area. Therefore, by using photography as a promotional medium, especially on social media, it increases the interest and percentage of visitors coming to tourism in Brebes Regency, especially for the youth community. The following is an Instagram photo documentation of @kimnaya.ky and @regrann.



According to [9] Prasetya, DD (2011) Media promotion and marketing have an important role in tourism development. Not only that, the design of promotional media aims to increase the percentage of tourism tourists in an area. Then, with the promotion of media, it is hoped that it can introduce regional tourism to people. Target Audience both online and offline and people who do not know about some of the tours that exist in an area. According to [4] Kasim, S., Murianto, M., & Satria, C. (2020) In tourism, it is certainly important to have Community based tourism (CBT) which is an important concept to make it happen, where the community together builds and manage tourism by exploring their potential and also the potential of their village or region so as to improve community welfare and reduce poverty through tourism sector planning. By procuring the right promotional media, it is also hoped that an area or a tour can further develop and improvise both in terms of cleanliness, beauty, supporting facilities, and infrastructure which can later improve people's welfare and increase the income of the local community.

Along with increasingly sophisticated technological advances, the media used for tourism promotion and marketing continues to develop dynamically, one of which is photography media which is growing day by day. According to [1] Antopani, T. (2015). In essence, photography is documentary in nature which in terms of photography is known as documentary photography because the recording results come from the existing reality, both in the form of inanimate objects and living things. In its development, photography is used for promotional media, namely objective photography, where photography in the objective realm is photos that appear in accordance with the shared needs of the photographer and the viewer. Included in this category are photojournalism and photography commercial (industrial photos/commercial photos). This type of photo usually serves to report an event that is happening in society which is made according to the actual situation without manipulation.

Thus, in designing photography promotion media, it can be done through various media, namely conventional media (posters, books, post offices, and X-Banners) and digital media (promotion through social media such as Instagram, Twitter, and Facebook). With the media photography can provide information to the wider community about the beautiful tours that exist in an area, especially for teenagers, of course, in an era of all-technology or digital, social media is of course the main thing in the implementation of promotions because the results of photographic media can be accessed easily. easy and fast on platforms on social media. According to [10] Sajid, (2016: 2) Socialmedia are media for social connections, using highly available and scalable publishing methods. Community social networking uses web-based technologies to turn interaction into interactive dialogues. Then, promotion through digital media can be done by posting photos of tours in the area later, posting any rides or spot in the tour, by providing an explanation of the tour in the column caption which will support the interest of tourists, especially the younger generation. The concept of designing a photography promotion media made to introduce regional tourism, especially in Brebes Regency, is as follows:

3.1. Top 3 Tourism Photography

- Kaligua Tea Garden

Kaligua agro tourism is located at the foot of Mount Slamet on the slopes of the Southwest. Administratively, it belongs to the Paguyangan District, Brebes Regency, Central Java Province. Kaligua tea gardens are located at an altitude between 1,200 – 2,050 meters above sea level, the air temperature here certainly feels cool. In the rainy season the temperature reaches 8-22 °C. While in the dry season it will be cooler, which is around 4-12 °C. Agrotourism, which is located on the West Slope of Mount Slamet, has many rides to try, such as a Japanese cave. camping ground. and outbound. Entrance ticket price : IDR 20,000/person



- Ranto Canyon Waterfall

Brebes Regency has one tourist destination named Ranto Canyon Brebes which is a natural recreation place providing various interesting holiday activities such as body rafting, cliff jumping or even just swimming with an amazing natural tourism background. Ranto Canyon tourism is located in the Gunungtajem area, Winduasri Village, Salem District, Brebes Regency, Central Java. The price of free admission only pays the parking fee and if you want to go down the river by hiring a tour guide to go down the river, you pay Rp. 30,000.



- Pandansari Mangrove Forest

Initially, the planting of mangrove trees was intended to prevent abrasion that had occurred in the Pandansari Village area. However, in the end because there is tourism potential that can be developed, finally the area began to be arranged, so that its appearance becomes very attractive. The location of the Pandansari Mangrove Forest in Brebes is located on the north coast, precisely on Pasir Pandansari Island, precisely in Pandansari, Kaliwlingi, Brebes District, Brebes Regency, Central Java Province. In pandansari mangrove forest tourism, apart from trekking on beautiful bridges, at each end of the track there are very cool and varied spots. Such as a viewing post, a 3-story tower, a bird cage, and a wooden tent. The entrance ticket for Mangrove Brebes is Rp.25,000/person during holidays, or weekends, Rp. 20,000 per person from Monday to Friday, and Rp. 10,000/person for children under 10 years old.



3.2. X-Banner

The X-Banner here is made to inform you about the appeal to always maintain cleanliness (not littering, and still comply with health protocols during a pandemic, etc.). With the X-Banner, the tourism village government certainly also supports tourists to carry out this information properly, namely by providing trash cans in every corner, providing hand sanitizer, and providing free masks for visitors who do not wear masks. The purpose of this X-Banner is so that tourism is not dirty and of course it fosters a sense of comfort for visitors when they are in tourist places.

3.3. Ticket and Promo

Existing ticket costs are used for the development and maintenance of tourism in the area. In addition to tickets to support visitor interest, of course, the regional government will provide attractive promos every year or a specified date. The promos provided can be informed through digital or online media and can also be informed offline, namely by giving brochures to every visitor who attends.

3.4. Site Plan

In tourism development, of course, the location plan is an important thing in its procurement. The location plan also aims to make it easier for visitors or tourists to visit tours in Brebes Regency.

4. Conclusion

It can be concluded that photographic media can be used as a medium for promoting tourism in Brebes Regency. Photographic media can be used as promotional media by exposing the results of photography that have been adapted to the promotional standards (attracting tourists) to social media (Tiktok, Instagram, Twitter, and Facebook) and direct application to tourist attractions (posters, books, post offices, etc.) and X-Banners). Thus, this photographic media can improve tourist presentations and overcome problems regarding the low interest among teenagers to preserve and get to know tourism in their area.

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