ABSTRAK

PERANCANGAN BUKU FOTOGRAFI PERJALANAN POTRET KEHIDUPAN DAN BUDAYA DESA TENGANAN

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Tujuan wisata yang paling populer di Indonesia adalah pulau Bali. Banyaknya wisatawan baik lokal maupun luar negeri yang berkunjung ke Bali menyebabkan terjadinya perubahan yang signifikan pada masyarakat Bali dan gaya para wisatawan lokal dalam mengunjungi tujuan wisata di pulau Bali seiring dengan berkembangnya tempat wisata di Bali seperti mall, hotel, pantai, café, dan kehidupan malamnya.


Kata kunci: Bali, Budaya, Fotografi, Perjalanan, Tenganan.
ABSTRACT

TRAVEL PHOTOGRAPHY BOOK DESIGN
OF TENGANAN VILLAGE CULTURE

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One of the most popular tourist destinations in Indonesia is the island of Bali. The great number of tourists, both of domestic and foreign tourists, visiting Bali has caused a significant change in Balinese society in the sectors of economy, education, and industry. This change also influences the domestic tourist style in visiting the tourist places of interest in Bali along with the development of such places as malls, hotels, beaches, cafes, and the nightlife.

However, despite the many influencing factors, Bali can still preserve the original Balinese culture, which can be seen in Tenganan Pegringsingan Village. This village is one of the well-known places of interest because it can keep the real Balinese culture and tradition. According to Bali Provincial Tourism Office survey, the number of domestic tourists visiting Bali is increasing since 2004 to 2012, but the number of domestic tourist visiting Tenganan Pegringsingan Village in 2012 is not as big as the other places in Bali. This is probably caused by the lack of knowledge and interest in Tenganan Pegringsingan Village. In fact, this village with the real Bali Aga culture can be an attractive place of interest, especially for tourists who like exploring the culture, art, and history. Therefore, it is necessary to find a good solution to promote the village as one object of destination for domestic tourists who visit Bali.

Based on this phenomenon, it is important to design the right and effective visual communication design which can increase the domestic tourist interest to visit Tenganan Village. This will be done by designing an attractive and up-to-date travelling book containing photographs as a universal language. The discussion focuses on the portrait of the life and culture in Tenganan Village, covering the village atmosphere, the arts, handicrafts, and the daily life of the Villagers in Tenganan Pegringsingan. When people and domestic tourists are interested in Tenganan Village illustrated in this book, they will most probably consider this village as a unique and interesting place to visit.

Key word: Bali, Culture, Photography, Travel, Tenganan.
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