



LANDSCAPE PHOTOGRAPHY AT PUNCAK LAWANG TOURIST ATTRACTION

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ABSTRACT

Puncak Lawang is a tourist spot with views of Lake Maninjau, green trees and fresh air. Puncak Lawang tourist attraction is suitable to be used as a place to take pictures and relax to enjoy the beauty of nature.

The purpose of landscape photography works taken from various directions and points of view to convey information to attract the attention of tours and tourists to come to visit Puncak Lawang tourist attraction, see and enjoy the beauty of Puncak Lawang tourist attraction.

The method used in the design of landscape photography of Puncak Lawang tourist attraction is the glass box method. The design uses steps such as observation, interviews, and documentation. The method used in the work of 5W + 1H. The results of the design of the photographic landscape of Puncak Lawang tourist attraction in the form of landscape photos and supporting media from this design such as: posters and x-banners.

Keywords: Landscape photography, photography, tourist attraction, photo, tourist.

1. INTRODUCTION

Puncak Lawang is a tourist attraction in Agam district, West Sumatra. Puncak Lawang is a natural tourist spot with views of Lake Maninjau, green pine trees and fresh air. From Puncak Lawang tourist attraction, visitors can see the beauty and blue of Lake Maninjau. When the weather is clear, the beauty of Puncak Lawang will look even more beautiful because of the blue sky and white clouds so that a perfect combination is formed which makes it look like a country above the clouds. Various game rides provided to visitors are available at Puncak Lawang, namely flying fox, rocking bridge, rope climbing and paragliding. Mr. Mukhlis as the manager and supervisor of the Puncak Lawang location. Mr. Mukhlis explained about the management and development of tourist attractions at Puncak Lawang. But now tourists who go to Puncak Lawang are currently decreasing and decreasing due to the covid-19 pandemic yesterday. Mr. Mukhlis said that during the pandemic the number of tourist visits to Puncak Lawang decreased by 40% due to covid-19 and the imposition of restrictions on visitors to tourist attractions. According to Mr. Mukhlis, Puncak Lawang tourist attraction so far no one has taken landscape photography objects. From various directions at Puncak Lawang tourist attraction, to be used as a promotional and information media to increase the interest of visitors who will travel to Puncak Lawang tourist attraction. So the author is interested in choosing Puncak Lawang as a tourist attraction located in Matur District, Agam Regency to be used as a photography object using landscape photography techniques.

Landscape Photography is a way or design to create images or photos seen from a personal point of view that makes the scenery the main subject and there is a certain composition in it (Suryawan & Wibowo, 2020). Landscape photography is a way or design to create images or photos seen from a personal vantage point that makes the scenery the main subject and there are certain compositions in it that are used to design horizontal or landscape photos at Puncak Lawang tourist attraction.

The reason the author took this title is because Puncak Lawang tourist attraction so far no one has taken landscape photography objects from various directions at Puncak Lawang

tourist attraction. Puncak Lawang has a natural photo spot because the area is surrounded by shady green trees lined up to make the lawang peak fresh and cool with pine trees facing Lake Maninjau so it is suitable to be used as a place to take pictures and relax to enjoy the beauty of nature. Many places in Puncak Lawang can be used as photography objects.

The method used in designing landscape photography of Puncak Lawang tourist attraction is the glass box method. Data design uses steps such as observation, interviews, and documentation. The main media in the design of landscape photography of Puncak Lawang tourist attraction is in the form of landscape photos and supporting media from this design such as: posters and x-banners.

2. Method

The method used in the process of making landscape photography of Puncak Lawang tourist attraction is the glass box method. Glass box in the opinion of Herdian, Diki (2019) in (Alvino & Sari, 2022) glass box design is a way with a logical thinking method about the shape of the problem. The four stages of designing the glass box method are:

1. Preparation stage

This preparation stage is the earliest stage for writers or designers in preparing all the necessary things so that they can help in completing a design. In this stage the author collects data that is considered important. Data can be collected by conducting observation, interview, and documentation processes

2. Incubation Stage

The incubation stage is preparing all the data by creating creative and latest ideas. In this stage, the author will prepare creative ideas in reading the characteristics of the target audience here, namely people in West Sumatra and its surroundings.

3. Lumination Stage

The lumination stage is the stage of enlightenment. At this stage is where an idea is expected to grow. The author gets an opinion after observing the Puncak Lawang tourist attraction.

4. Verification stage

The verification stage is the final stage where all the ideas that have been analyzed so as to produce a good design work. Such as evaluating the making of landscape photography of Puncak Lawang tourist attraction.

3. Result and Discussion

The result of designing this final work is that the author designs landscape photography at Puncak Lawang tourist attraction which is taken from various directions. The beauty of Lawang Peak in clear weather conditions when viewed from above is that it will appear blue sky and white clouds that are like cotton so that it looks as if it is hanging over our heads. From the north of Lawang Peak, the beauty that is presented is the hills around Lake Maninjau. In addition, from the west of Puncak Lawang tourists can also enjoy the beautiful and enchanting landscape of Lake Maninjau. From the east, tourists can see pine trees that are neatly lined up and lush. From the south, visitors can see the residential areas of the local community and the green plantations around it. And above Puncak Lawang there are also various games that will spoil the tourists. This makes the author interested in designing landscape photography works so that tourists can find out the shape and beauty of the Puncak Lawang tourist attraction taken from various directions of photo spots on Puncak Lawang so that tourists are interested and visit Puncak Lawang.

The author conducted an interview process with the resource person, namely Mr. Mukhlis as the manager and supervisor of tourist sites and collaborated with the local community in marketing tourism in Puncak Lawang. He explained about the management and development of tourist attractions in Puncak Lawang as a mission to realize Puncak Lawang as the main tourism destination in West Sumatra. According to sources who have been interviewed, namely. With Mr. Mukhlis that tourists who go to Puncak Lawang are currently becoming less and less due to the covid-19 virus

pandemic. Mr. Mukhlis as the manager and supervisor of tourist sites said that during the pandemic the number of tourist visits to Puncak Lawang decreased by 40% due to the covid-19 pandemic and restrictions on visitors to tourist attractions. Even so, Mr. Mukhlis said that his party would continue to try and try to find the best solution so that tourist visits would increase again by making efforts to use photography as a promotional medium to increase the interest of tourist visitors who would travel to Puncak Lawang tourist attraction.

The method used in designing landscape photography of Puncak Lawang tourist attraction is the glass box method. Data design uses steps such as observation, interviews, and documentation. The main media in the design of landscape photography of Puncak Lawang tourist attraction is in the form of landscape photos and supporting media from this design such as: posters and x-banners.

Main and Supporting Media

a. Poster

A poster is a visual and design form of important information to be conveyed that is filled with colors and designs that attract tourist attention. Posters are chosen to support the main media. In this poster, the author will use an A4 size paper poster containing the Puncak Lawang tourist attraction destination.

b. x-banner

X-banner is a promotional tool. The purpose of using a banner is to inform and advertise something in order to attract more interest when looking at it. In this media, the author will use an x-banner measuring 60x160 cm. Which contains brief information about Puncak Lawang tourist attraction.

4. Conclusion

Based on the previous explanation, it can be concluded that landscape photography at Puncak Lawang tourist attraction is:

1. Taking landscape photography from all directions at Puncak Lawang tourist attraction is used to capture the beauty of Puncak Lawang tourist attraction and can be used as a medium of information to tourists to be interested in visiting Puncak Lawang tourist attraction.
2. The main media in the design of landscape photography of Puncak Lawang tourist attraction in the form of landscape photos and supporting media from this design such as: posters and x-banners.
3. The method used in the design of landscape photography of Puncak Lawang tourist attraction is the glass box method. Data design uses steps such as observation, interviews, and documentation with the method used in the 5W + 1H work.

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