

DESIGNING A PHOTOBOOK OF HISTORICAL BUILDINGS IN THE CITY OF SURABAYA

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ABSTRACT

Surabaya is the birthplace of the real Indonesian Revolution of Independence with the occurrence of November 10th event, where a major battle between Indonesia and the Allied Force took place remembered as the City of Heroes. Many historical buildings as witnesses are still standing firmly until today, but as the large population increases, the depletion of vacant land in Surabaya has caused some locations to evict old unused buildings including historical buildings. Concerns arise when there are several historical sites began to be destroyed although there are regulations issued by government to protect them. A preservation effort is taken by designing a photobook as documentation and also will served as historical reference for the public. The goal is to provide information about the historical places of Surabaya by comparing the previous conditions to its current condition. The data were collected using observation method, literature studies, interview and distributing questionnaires to the targeted respondents who were all interested in studying history and travel. The results of this research is a photobook of historical buildings in the city of Surabaya which will be a reference of Indonesian independence history and also perpetuate the buildings and historical places that still exist today.

Keywords: Historical Buildings, November 10th, Surabaya, Nationalism, Photobook

ABSTRAK

Abstrak: Surabaya merupakan tempat lahir Revolusi Kemerdekaan Indonesia yang sesungguhnya dengan terjadinya peristiwa 10 November, yaitu pertempuran besar antara Indonesia dan Sekutu yang kemudian dikenang sebagai Kota Pahlawan. Banyak bangunan saksi sejarah yang masih berdiri kokoh hingga saat ini namun seiring peningkatan jumlah penduduk yang besar membuat menipisnya lahan kosong di Surabaya sehingga beberapa lokasi harus menggusur bangunan lama yang tidak terpakai termasuk bangunan bersejarah. Kekhawatiran muncul ketika terdapat beberapa tempat bersejarah mulai dihancurkan meskipun pemerintah telah mengeluarkan Perda

untuk melindungi bangunan tersebut. Salah satu upaya untuk melestarikan bangunan cagar budaya adalah pendokumentasian dengan media buku terkait dengan foto dan tulisan yang menyangkut bangunan tersebut sehingga perancangan buku fotografi ini nantinya dapat menjadi referensi pengetahuan sejarah bagi masyarakat. Tujuannya untuk memberikan informasi tentang tempat bersejarah di kota Surabaya dengan membandingkan kondisi yang dulu dengan kondisinya yang sekarang. Data diperoleh menggunakan metode observasi, studi pustaka, wawancara narasumber dan menyebarkan kuisisioner kepada responden yang menjadi target yaitu seluruh kalangan yang memiliki minat untuk mempelajari sejarah dan berwisata. Hasil dari penelitian ini merupakan buku fotografi bangunan bersejarah di kota Surabaya yang akan menjadi referensi pengetahuan sejarah kemerdekaan Indonesia dan juga mengabadikan bangunan dan tempat bersejarah yang masih ada hingga kini.

Kata Kunci: Desain Komunikasi Visual, Packaging, Desain Ramah Lingkungan, Ketahanan.

INTRODUCTION

The city of Surabaya was the birthplace of the Indonesian Independence Revolution which actually is not simply due to the people of Surabaya success in defending their city but also their initiative in spreading the independence area which covers other regions in East Java (Palmos, 2016: XI). One of the important events in the beginning of the Independence Revolution of the Republic of Indonesia was the November 10th, 1945 event, namely a great battle between the Indonesian army and Alliances forces represented by British forces. The November 10th incident began have started when the alliances represented by the British has distributed ultimatum leaflets on November 9th which content were threats to storm the entire city of Surabaya from land, sea and air if the Surabaya people did not obey to the alliances' orders. However, the Surabaya people did not obeyed the ultimatum thus caused a tremendous battle on November 10, 1945 for approximately one month. The number of fallen fighters and people who became victims at that time and the burning spirit which made the alliance soldiers feel like scorched in hell has made the Surabaya city remembered as the City of Heroes and November 10th is commemorated annually as Heroes' Day (Bargowono, 1974; Indonesia, 2015; Puwono, 2006; Sumarno, 2002). Although that incident destroyed several places or buildings in Surabaya, however there were several buildings that were still standing firmly until today. The highly increasing of population caused vacant area in Surabaya decreased, therefore many modern buildings were emerged. With the presence of that new building, several locations had to knock down old buildings that were not used, the historical heritage buildings such as the former radio of the struggle of Bung Tomo were without exception (Kasdi, 2009; Liputan6, 2016). One of the efforts to preserve the historic buildings is to do it through documenting with the book media. Those documentations are related to photos and writings concerning the historical building therefore the book existence can become reference or historical knowledge source for the broader community. Recently, there have been various attempts to documentation of cultural heritage however they lacked of the

cultural heritage building visualization therefore documentation needed to prioritize the visuals of the building with the recent building state to increase the attention and improve public knowledge towards historical events that occurred in the city of Surabaya.

DISCUSSION

Book is a form of the first period media which provides many advantages in many ways as well as information through written sheets of paper (Muktiono, 2003; Subandy, 2011: 79). Afterwards it explained that good design is depends on the setting of each existing elements (Hendratman, 2008: 25). Moreover, it is also explained that typography is the art of choosing and arranging letters in space to create a special impression, therefore the readers can read as maximum as possible (Hendratman, 2008: 15). In color theory, color can be defined as objectively or physically as the nature of light which emitted or subjectively / psychologically as part of the sight sensory experience (Prawira, 1989; Wong, 1986: 67). In this book, the photography aspect is very important since photography is one of the graphic design elements. Its function is similar as pictures, paintings, as well as decorative ornaments, which provide decorations or illustrations (Aditiawan, 2010; Kusrianto, 2007).

The author conducted observations by performing direct observations to historical places in Surabaya, such as Jembatan Merah, Tugu Pahlawan, and so on. Structured interviews were conducted towards the Surabaya City Culture and Tourism Officer, historians and photography experts.

Questionnaires were carried out through Google Form online media and distributed to the public (college students, tourists, students) regarding as how well

they knew the events of November 10th and the historical heritage of that event. Library studies were carried out which according to the articles, history books, journals or other references both in print and online media concerning the November 10th events in Surabaya city.

Matrix analysis was used to find comparisons of some existing photobooks to find their weaknesses and strengths (Soewardikoen, 2013), in order to achieve conclusion that would be used as the basis of designing photobook made by the author.

The Concept of Message

The primary message which need to be conveyed through this book is to provide historical knowledge of the Indonesian nation's resistance towards colonialist with the historical approach towards the November 10th events which took place in Surabaya. In addition, it also used to enhance the nationalism sense as well as reflection or nostalgic of that historic building. The message was conveyed by promote historical buildings related to November 10th event. In this book, the information conveyed is technical data about the buildings for instance; the time built, the name at the early establishment, the architect who built the

building, the function of the building, and what events that have occurred in that building. The communication primary target of this historical buildings in Surabaya city photobook is to reach general public who ranging from around 20 years to 40 years with a middle to upper economic level. Besides there are also secondary targets including students from elementary to high school levels and all people who have an interest in studying history and traveling.

Creative Concept

In the information delivery in this photobook, the information form used is by visual communication towards target audience who are young adults ranging from 20 to 40 years. The material which becoming the information core will be delivered through print media, namely photobooks by using building photo illustrations along with that building explanation.

In the delivery, this photobook will use a modern design style which is identical to the usage of Sans Serif fonts and frequently using white space. The approach taken in this creative strategy is by displaying it through layouts usage, the usage of Sans Serif fonts and the use of color tones in the photos displayed.

Media Concept

The media used for conveying this message is printed book media, namely photobook. Book is one of the printed mediums which have many advantages such as more authentic, physically visible, can be used as reference, can be carried anywhere without the need for energy sources (batteries), and can last a long time when in well-maintained condition. This photobook has the title "Surabaya Kota Pahlawan" by the size of 21 cm x 27 cm using 150 gr Ivory White paper material for as many as 150 pages.

Visual Concept

Through direct observation towards building objects by considering several matters from the visual regards. Using a modern design style which is identical to the usage of Sans Serif fonts and frequently using white space. The approach taken in this creative strategy is by displaying it through layouts usage, the usage of Sans Serif fonts and the use of color tones which use low saturation in the photos displayed. Besides, it also uses old photos from those building as a comparing material with the building current condition.

Primary Media Result

The primary work designed by the author is a photobook about historical buildings in Surabaya city which related to the November 10th Event. This photobook has the breadth of 21 x 27 centimeters and uses Ivory White paper material of 150 gsm. For binding techniques which use hardcover and case binding.

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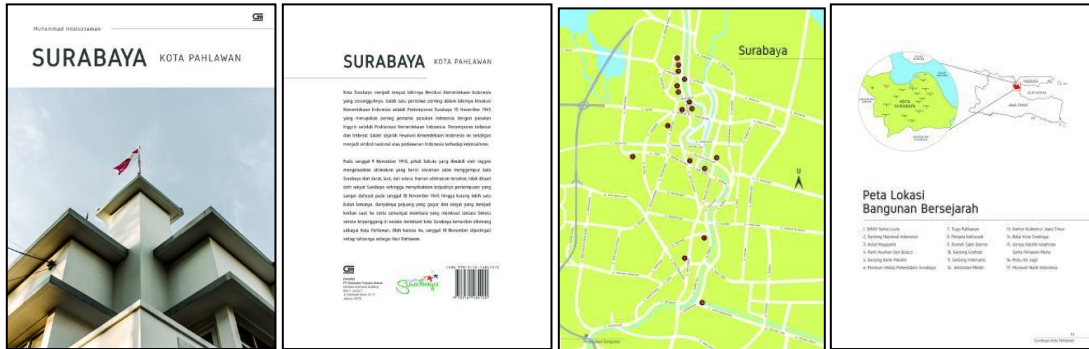


Figure 1 Front cover page, back cover and infographic map of building location
Source: Muhammad Hilaluzzaman



Figure 2 The opening pages
Source: Muhammad Hilaluzzaman



Figure 3 Content pages
Source: Muhammad Hilaluzzaman

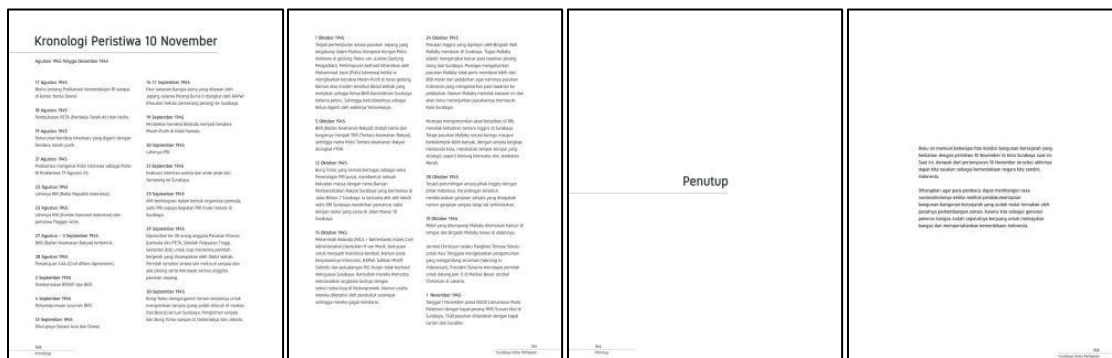


Figure 4 Chronology of events and closing pages
Source: Muhammad Hilaluzzaman

CONCLUSION

Based on the observations and the final assignment project design results that has been done by author, therefore the author concludes that the lack of public awareness towards history degrades the spirit of nationalism, thus creating a sense of indifference towards historical heritage, one of which is the historical buildings in Surabaya. Moreover, the need for land in urban areas which is getting more and

narrower, therefore making it possible to displace old buildings. With this historical buildings' photobook in Surabaya city, the society are able to pay more attention towards nation history, especially the heroism history in Surabaya city therefore, in the future this history will continue to be remembered as a manifestation of loving the country.

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