

DESIGN OF PHOTOGRAPHY BOOKS ABOUT ULOS

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Abstract

Among teenagers today do not care about their own culture, for example only teenagers in Medan who do not understand Ulos cloth but only understand Ulos fabric as a traditional cloth of the Batak tribe without knowing its function and usefulness. Departing from this problem, the author wants to design a photography book that can educate teenagers in knowing, understanding, and preserving Ulos cloth. The methods used by the author are, among others, literature study methods, observation methods, interview methods, questionnaire methods conducted on trusted parties so that they can educate properly and correctly and gather information in designing what designs teenagers want from questionnaire and interview methods target audience, in this design the author also does a comparison matrix on several sample books with the aim of getting comparisons as a reference in designing good photography books. The target audience is among adolescents aged 12-21 years. The author will make an interesting book design by presenting collaboration between photos and explanations and book design innovations that interest teenagers to read and buy books. The benefit that the writer hopes is that this book can educate teenagers to better understand Ulos not only to know Ulos is a cloth.

Keywords: Photography books, Education, Cultural Heritage, Ulos, Teenagers