



# MAKEPUNG TRADITION: AESTHETICS OF ESSAY PHOTOGRAPHY THROUGH EDFAT AND SKIN MEDIA TRANSFER

I Dewa Putu Ari Kresna Artha Negara<sup>1</sup>, I Wayan Karja<sup>2</sup>,  
I Komang Arba Wirawan<sup>3</sup>, Ni Wayan Ardini<sup>4</sup>

<sup>1,2,3,4</sup>Master Program in Arts, Institut Seni Indonesia Denpasar

Email: <sup>1</sup>[dewabudiantara2@gmail.com](mailto:dewabudiantara2@gmail.com), <sup>2</sup>[wayankarja@isi-dps.ac.id](mailto:wayankarja@isi-dps.ac.id),

<sup>3</sup>[arbowirawan10@gmail.com](mailto:arbowirawan10@gmail.com), <sup>4</sup>[niwayanardini17@gmail.com](mailto:niwayanardini17@gmail.com)

Received on  
12 June 2022

Revised on  
05 August 2022

Accepted on  
08 September 2022

## Abstract

**Purpose:** This study is to identify the makepung tradition in Jembrana Regency, Bali, through essay photography.

**Research methods:** The process of creating this photographic work begins with designing a concept with ideas, themes, and objects to be created, namely the makepung tradition in essay photography. The EDFAT theory, namely entire, detail, frame, angle, and time is applied as the basis for the theory of creation. Cowhide is used as a print medium for the photo essay. The process starts from skin selection, drying, and editing to printing photos on the leather media.

**Findings:** Makepung is the peak of the joy of the farmers in being grateful for their harvest. Photographic essays in the series photo genre are composed of pure photographic works, into photos with writings that aim to tell the tradition. The photo works convey messages through photo essays of the tradition.

**Implications:** This creation can provide new experiences for creators and the community to make photo essays or series so that people know the series of makepung tradition events from beginning to end.

**Keywords:** essay, makepung tradition, essay photography, EDFAT

## INTRODUCTION

The makepung tradition is the peak of the joy of the farmers in being grateful for the harvest. Meanwhile, as a tradition, makepung has been started since the farmers went down to the fields, even since the selection of seeds or rice needs to be planted and sown. This tradition continues to be emphasized because, so far, we have seen makepung only as a competition without trying to approach the extent of the philosophy and values contained in it. Apart from being a process adopted by the traditional farming community in Jembrana Regency, Bali, the makepung tradition is also marked by cultural actualizations as a form of gratitude for the achievements of the long process of cultivating agricultural land, as well as a form of respect and gratitude to "Mother Earth" which is marked by holding a people's party as a translation of joy and other forms of offerings to those who have given success in the harvest [1].



Makepung is thought to have started around the 1920s. Beginning with a fast-paced competition for the cikar to transport the harvested rice initiated by the rice transporters, it later turned into a pekepung attraction that received touches and several changes from the landlords to the makepung attraction as it is known today.

## RESEARCH METHODS

The embodiment of this work and analysis of this work uses aesthetic theory and EDFAT theory by using cowhide transfer media as a photo printing medium for photographic works, the idea of the makepung tradition in Jembrana Regency as an inspiration in creating a photographic essay. E-D-F-A-T is a shooting method to train sensitivity in seeing things in coherent and sharp detail. The stages carried out for each element are a process of aiming for a visual form of newsworthy events.

Entire (E) is a stage known as Established Shot, a whole photo shoot done when you see an event or other forms of assignment in scouting out other parts. This stage is chosen as the object of shooting in the makepung tradition to show the entire makepung tradition.

Detail (D) is a choice of certain parts and the whole previous view (entire). In this stage, a decision is made on the most appropriate point of interest. At this stage, the vision is in a swift process; with sufficient journalistic knowledge to produce the desired image in the traditional makepung creations, the creators will display details of several accessories in the form of a cikar, a whip containing nails as a tool for encouragement during makepung, a rope as a jockey steering wheel. When on the circuit, kroncongan onjer, rumbing, to the flag showing the east and west blocks.

The frame (F) is the stage of framing a detail that has been selected. This phase leads a prospective photojournalist to accurately know the meaning of a shooting object's composition, pattern, texture, and shape. In this phase, the artistic sense of photojournalism is increasingly essential.

Angle (A) is a stage where the point of view becomes dominant in the phase as a position in shooting, whether by choosing a shooting angle from high, low, eye level, left-handed, right-handed, or right-handed other ways of seeing the point of view. In this phase, a journalist must conceptualize what he wants visually.

Time (T) is the stage of determining broadcasting with the right combination of diaphragm and speed (Shutter Speed) for the four levels of the methods mentioned above, technical knowledge of the desire to freeze motion or choose the sharpness of space is a fundamental prerequisite that is indispensable in traditional works of makepung creators the right time to take pictures of makepung. In making this work, the creators started taking photos from the start of the makepung tradition at 07.00 WIT until the makepung finished at 11.00 WITA. Because the lighting in the morning is very soft, it makes the color saturation interesting. Sunlight from the side creates a shadow so that the photo is more dimensional.

## FINDINGS

The makepung tradition is an agricultural activity during farming; before planting the term, the Jembrana community called it nengaluk, melasah. At the time of welding, the farmers process the processing of paddy fields, namely the stage of crushing the soil into the mud by using tweezers. The lampit is pulled by two buffaloes, and as a decorative tool for the buffalo on the buffalo's neck, a grendongan is attached (large grendongan) so that when the buffalo is walking pulling the lampit it will sound like music, so it is called mekepung lampit, and the farmers do this just for fun (happiness) [2].

Along with the development of the makepung tradition in Jembrana Regency, the community made this tradition a cultural attraction; another thing with land makepung, usually the farmers after harvesting or mekajang, the farmers who have cekar or carts carrying the harvested rice by walking hand in hand with a pair of buffalo in a plot of rice fields they worked on what belonged to the landlords where they worked as rice transporters, with the distance along Jalan Subak which they usually took. While cheering, the atmosphere of the afternoon approaching evening, when the transport workers carry loads of harvested rice that is transported by cekar to the landlord's house, becomes lively. Full of laughter, but still in a working atmosphere, commonly known as land makepung. From the above activities, the term makepung, which means chasing, emerged (Nengah Alit, Head of the Jembrana Regency Tourism Office).



Figure 1. The Makepung Tradition  
[Source: Negara, 2019]

## Photography Art

According to historical records, the origin of photography was "discovered" by chance by Ibn Al Haitam in the 10th century, that on one of the walls of his tent, there was an image that was investigated by a small hole in the opposite wall of the tent inside the tent. The picture is the same as the scene outside the tent, only its position is reversed, and in the 13th century, Roger Bacon also saw the same thing in his study. However, only in the 15th century did Leonardo da Vinci use this phenomenon for his purposes. -useful purpose. His famous work,

the camera obscura, is the forerunner of the camera we use and think we know today [2].

Photography can be interpreted as the art of recording art or taking pictures based on lighting using a tool called a camera. Photography comes from the words “photos” and “graphos,” each of which has the following meaning: photos, which means light, and graphos which means painting or recording. Light is essential in photography because no photos can be taken without light. Photography is included in the level of art, so it is often called the art of photography. Art here means that photographic works contain an aesthetic value or aesthetic value, both in terms of ideas and techniques [3].

In general, photography can be classified into 3: expression/art photography, commercial photography, and journalistic photography. Photo art is a photograph with artistic and aesthetic value, either universal or local, or limited. Photographic works in this category have a characteristic that at least has a shelf life in relative time.

Commercial photography is intended for commercial or advertising purposes. In commercial photos, it takes a master camera technique along with mastering good lighting techniques. Commercial photos are usually: food photos (food photography), fashion photography (fashion photography), pre-wedding photos, and others.

Journalistic photography is a newsworthy or exciting photo for the reader, and the information is conveyed to the public in as short a time as possible [4]. Apart from containing news and being photographically pleasing, the requirement for photojournalism is that the photo must reflect ethical or legal norms in production and broadcasting. The Indonesian state of ethics that regulates photojournalism is a journalist's code of ethics, which distinguishes photojournalism from other photos, namely that photojournalism is more concerned with or prioritizing the element of momenta, such as in photographing certain activities or events.

Compared to other photos, in photojournalism, the elements of art are not highlighted too much. News is guided to fulfill the 5W-1H elements (why, what, where, when, and how) because it cannot put forward the six rules, the presence of words, texts, or explanations is essential [5]. Therefore, photojournalism usually comes with photo captions. In journalistic photography, there are two genres of photography: news and documentary.

### **Essay Photography**

The photo essay is a photo story form containing a series of arguments. The content of opinions from photographers is enormous in this form. Photo essays are usually accompanied by long text, which may not be done by the photographer but by a writer as a team member. Long texts often contain data, statistics, and analysis.

A lengthy photo essay consists of several blocks containing one argument. The more complex the issues raised, the more the argument blocks [6]. According to



Atok Sugiarto, photo essays are news photos and do not have to be made by photojournalists or press workers. Therefore, there is no need to distribute or publish it so that it may only be stored for collection [7].



Figure 2. Makepung Essay  
[Source: Negara, 2019]

As one of the entities in the art domain, photography is also inseparable from the overall aesthetic values and rules of art. However, with the belief that each genre has its aesthetic values and vocabulary, photography and its various sub-genres are also inseparable from the variants of their aesthetic values and vocabulary. Every type of photography is present because of the purpose of its presence; of course, it also requires a design concept that starts from a fundamental idea that develops into a practical implementation that requires the support of equipment and techniques to express its creation. Furthermore, various experiments and explorations are needed both on the object of photography and the process of presenting it after becoming the subject in his photographic work. All are used in different exploratory ways and can undoubtedly provide several choices of the best photo results that are tailored to the needs of the expected aesthetic value. This way is reflected in photography as an ideational and technical aspect.

Soedprpto Soedjono, in his book *"Pot-Pourri Fotografi,"* states that there are two aspects of the aesthetic level in photography, namely aesthetics at the ideational level and aesthetics at the technical level.

Ideationally, interview photography develops from human awareness as a virtuous/intelligent being with more abilities than engineering the natural environment of his life. This phenomenon is a solid reason to enable him to survive and create various works of life as a sign of existence in this world.

In photography, it can be seen how humans respond to every natural phenomenon, natural phenomena, by finding something and expressing it in various forms of concepts, theories, and discourses. These things will be developed and followed up by the next generation as chronicles without stopping in the form of a series of events that have historical value [3].

Discourse on photographic aesthetics also includes matters relating to various techniques, both specialized in nature and practical-implementation techniques, using existing equipment to get the expected results [4].

Choosing the EDFAT method is very practical and can be used as a guideline and habit when a novice photojournalist is studying photojournalism. This method makes the process of accelerating decision-making on an event or visual condition of news value, which is fast and straightforward; photojournalism is indeed a profession that does not only present what is implied in photos published through various sophisticated media; today, photojournalism must also have a conscience and social responsibility for their works in addition to their expertise and dexterity. To produce quality photos, of course, requires patience and hard work. Last but not least, a photojournalist should understand the social habits of society or a newsworthy event. The speed in capturing the moment is also an essential factor for a photojournalist. Because basically, the essence of taking pictures is: There are facts/events (objects being photographed) (points of interest), essential things that are of interest when photographing, and mastery of photographic techniques (mastery of tools) is achieved.



Figure 3. Print Process with Cowhide Media  
[Source: Negara, 2019]

In photographic works, the creators use new media and transfer media with cowhide material. The media stages include choosing an even skin, maximum

drying, photo editing, and printing with the media. Media transfer is carried out with great care; before the skin enters the printing machine, the skin must be completely even and not wavy. If it is wavy, the ink will not absorb into the skin, resulting in a blurry image. If the printing is successful, the creators give a clear liquid to work, strengthening the print.

## CONCLUSION

In creating photographic works, especially essay photography, an aesthetic theory is needed as a supporter in work; aesthetics studies and discusses the values of beauty. Aesthetics also has artistic value in photography; aesthetics is also needed to analyze a work of art, one of which is essay photography. Aesthetics is closely related to the world of photography, as a photographer must have ideas and master techniques to realize a work of photography with aesthetic value.

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