

DRONE: A FORM OF DIGITAL TECHNOLOGY IN SHOOTING IN THE BALI TOURISM INDUSTRY IN INDONESIA

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Abstract

This study aims to reveal and discriminate drones have digital technology for audio-visual capture in the Bali tourism industry in Indonesia. Research focus: 1).how is the process of digital technology drones in taking audio visual Bali tourism industry in Indonesia? 2) What is the form of digital technology drones in taking audio visual Bali tourism industry in Indonesia? Objectives: 1) Describe the process of drones with digital technology in taking audio visual of the Bali tourism industry in Indonesia 2) Knowing the form of digital technology drones in taking audio visual in the Bali tourism industry in Indonesia. Benefits: for the institution the research results can be used for the development of knowledge and skills related to digital technology drones in audio-visual recording in the Bali tourism industry in Indonesia. *For companies: the results of this research as a reference in audio-visual recording of the Bali tourism industry in Indonesia. Data collection: by observation, interviews, and documents. The results of the study: found drones with digital technology can take audio well and also a new form of recording in the Bali tourism industry in Indonesia. Keywords: drone, audio, visual, industrial, tourism.*

1. INTRODUCTION

Advances in knowledge, technology have an effect on the cultural revolution with the emergence of unmanned aircraft or Unmanned Aerial Vehicle (UAV) which is often called "drones". Drones equipped with cameras are associated with a remote control controlled kumputer network. The function of drones in developed countries is used for tools to cultivate plantation land, remote shooting, monitoring traffic, and other types. This tool is often used by land, security, police, agriculture, research institutions, and monitors hot spots in the event of a fire. In the tourism industry in Bali, this drone is more used for the needs of the tourism industry for shooting, praweding, treking, and ATV and dim services Use it as a tool to capture objects in the upper position, long distance, and deep space.

The COVID-19 pandemic had "devastated" the tourism industry in Bali which had experienced a "suri" death. In 2022 Covid-19 began to subside, Bali's tourism industry gradually began to normalize. The results of observations before covid-19 shooting ATV activities are still competitive. According to Temmy (27 years old), coordinator of the photographer team at HAMAKA, Bali (June 23, 2022) said that taking audio-visual is very better using drones. The application of drones based on digital technology is due to the collaboration of the Bali Maha Werrdhi Polytechnic (BMW) with HAMAKA to improve the quality of audio-visual retrieval services.

Some of the results of previous research to strengthen this research include:

Mapping Andrew Stefano, 2022, the use of drones in soil contour mapping Utilization of Drones in Land Contour, Geomatics Technology Study Program, Samarinda State Agricultural Polytechnic, Indonesia, The results of research since 2016 the government has accelerated complete systematic land registration until by 2025 all land parcels in Indonesia have been registered. In 2018 alone the government targeted 7 million fields, and in 2019 targeted 9 million. To achieve this target, technology is needed that can overcome this. Drones, better known as Unmanned Aerial Vehicle (UAV) or unmanned aircraft technology as a solution for mapping the ground with many targets, the flexibility of time and desired shooting area, and detailed spatial resolution shooting results and relatively cheaper costs than the price of recording with satellites. The use of drones to accelerate land mapping is the right choice because drone shooting results have high spatial resolution so that they are in accordance with the rules of mapping land parcels and the price is cheap. <https://media.neliti.com/media/publications/331104-pemanfaatan-drone-dalam-pemetaan-kontur-4bc9a0f5.pdf>

Research by Muhammad Farid, Ifayanti Ridwan, Ahmad Fauzan Adzima, Muhammad Fuad Anshori, 2021, Automatic Monitoring and Identification of Maize Crops in Pattarowonta Farmer Group, Takalar Regency, is described as follows. Plant cultivation technology in the 4.0 era requires smart farming concepts to increase the efficiency and effectiveness of crop cultivation. One of the smart agricultural technologies in agriculture is the use of drones. This technology can answer problems related to the evaluation of crop cultivation, so that the dedication of this technology to farmers is a new breakthrough in advancing the welfare of farmers. This research method uses direct demonstrations in the field, precisely at the Pattarowonta Farmer group, South Galesong, Takalar Regency. The results of this study show that the use of technology for agriculture such as UAVs is believed to provide many benefits to agricultural industry players, especially to farmers. The process of monitoring and early detection of pest attacks, diseases, nutritional deficiencies, Until the prediction of time and crop yields using drones or drones has become a new breakthrough in agriculture. Therefore, this technology is recommended in determining the right decision or policy in managing a land resource. <https://journal.unhas.ac.id/index.php/jdp/article/view/18536>

The two research results mentioned above utilize drones (drones) in taking pictures and can provide an early picture of how useful drones are for shooting on ATV

activities and are quite relevant to the author's theme entitled: Drones: Forms of Digital Technology in Taking Pictures in the Bali Tourism Industry in Indonesia.

2. Research Methods

Development research refers to Research and Development (R&D) as a method or step to create new products with the improvement of existing products. The research with the title: drones: forms of digital technology in taking pictures in the Bali tourism industry in Indonesia, began with descriptive, evaluative, and experimental. https://www.google.com/search?q=penelitian+pengembangan+sugiyono&ca_esv. The study also used descriptive qualitative methods to parse the stages of taking pictures with drone tools. Data was obtained by conservation, interviews and trials with the aim of improving the quality of video shooting services, photos using drones.

3. Research Results and Discussion

a. Research Results

In 2022, the condition of the tourism industry after covid-19 began to stretch like an All Terrain Vehicle (ATV) service. ATV is a type of 4-wheeled vehicle designed to pass through heavy terrain such as: beach, ditch, river, forest, ditch, and hills. By tourism actors it is used for the service of tourists who like to adventure and "pit" adrenaline". Industrial services exist in several tourist destinations in Bali, such as: Bongkase, Tegalalang, Payangan, Ubud, and Singapadu Kaler, Gianyar, Bali. The development of the tourism industry is accompanied by an increase in audio-visual billing services in the form of photos and videos. Some ATV activity services provide these services such as HAMAKA. Previously the audio-visual service at ATV HAMAKA with a pensional camera and they got a recording in the form of Flisdest which onions went home and charged extra.

Bali Maha Werdhi Polytechnic or abbreviated as BMW Poltek has an MOU with HAMAKA ATV to improve the quality of photo taking services, video by developing drones to improve product quality. By the BMW polytechnic team, trials were carried out using tools in the form of drones or "drones". The trial team involved several D.3 Visual Communication Design (DKV), Multimedia, and Hospitality students, accompanied by several lecturers. BMW Poltek students act as instructors (guides), drones, photographers, and editing. Trials using drones based on digital technology to produce quality photos, videos. Because digital-based technology is capable of shooting in difficult positions, the

results of trials will be developed elsewhere.

b. Discussion

Digital-based technology facilitates the work of photographers, vidiographers, editors and can also improve the quality of the products produced. Work becomes easy, maximum and the results are more perfect. Digital-based technology is meant to be like a drone or called a "Drone". The drone is controlled automatically through a computer program and remote control can reach all terrains with any difficult conditions. The BMW Poltek team and the HAMAKA team are used for the development and improvement of product quality in the form of photos, videos on ATV activities. While in developed countries, drones are used for fertilization aids, traffic monitoring, safety equipment in certain locations, and the like. Drones are equipped with advanced cameras, sending detailed images of the situation of objects on an aria.

<https://www.google.com/search?q=apa+dimaksud+drone&oq=apa+dimaksud+dron e&gs>.

Referring to Sudarma's thoughts (2014: 2), photo media is one of the communication media that can be used to convey messages / ideas to others and media that can be used to document an important moment or event. <https://journal.unhas.ac.id/index.php/jdp/article/view/18536> With this understanding, the results of photo shots should be, videos can be more creative, quality and quality. The results of the study are in the form of photo documents, videos before and after taking pictures with "drone" tools such as the following image.

Pictures No. 1 and 2 shot before using the "Drone" Pictures No. 1 and 2 shot before using the "Drone"



Source: Temy, Year 2022

The picture above ATV activities in HAMAKA has not used a "drone" the photo results \looks less aesthetic, the image looks from the side and front.

The team of photographers, editors, vidiographers of BMW Polytechnic shot with drones, done repeatedly to get perfect results. The crew of photographers are busy moving the remote control by hunting for the position of moving objects. Some of the results of taking objects in the form of photos from the top position.

Shooting ATV activities using drones



https://www.google.com/search?q=gambar+aktivitas++atv+dengan+drone+dari+atas&sca_esv=9c26c6ed14122257&rlz=

The picture above uses a drone with more aesthetic results, the position of the object from above is different from the use of a camera without drone aids. The results of interviews with BMW police photographers: such as: Temmy, Dudung, Denis, Sri, and also with supervisors: Mr. Kenak, Mr. Dwi Arya Swandi, Mr. Adhi Paramarta, Mr. Riyan (27, June, 2022) said that taking photos, videos using tools in the form of "drones" work easier, more effective, with better results perfectly.

4. Conclusion

The results of photo taking research, videos on ATV activities can take objects in any difficult terrain and can be done easily and well in addition to the results of photos, videos are more exotic and aesthetic. Thus drone drones are not only used in agriculture, traffic monitoring, defense, and can also be in the tourism industry specifically to improve the quality of image collection on ATV activities in Bali.

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