

ABSTRACT

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The Role of Analog Portrait Photography in Conveying Visual Communication Messages and Meanings Through Photos by Paying Attention to Photo Composition

Keywords: Analog Photography, Visual Communication, Messages, Portrait

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The reason for choosing this research is because analog photography is interesting to discuss, considering that analog photography has a long process to be able to see the results of the photos. This study aims to find out how the role of analog portrait photography in conveying visual communication messages and meaning through photos with attention to the composition of the photo. This study uses a qualitative approach and constructivism paradigm by combining. Data collection methods used are observation, literature study, interviews. The theory used in this study is the theory of transparency. The results of the research and data collection show the role of analog portrait photography in conveying visual communication messages and meaning through photographs by paying attention composition of the photo in accordance with the theory that the researcher uses, the theory name is transparent theory. The results of this research is a photography plays an important role with visual communication media, apart from being a communication medium, analog photography can also produce photos or images that have high quality values. With analog portrait photography, the delivery of characters, traits, and messages can be conveyed in the form of pictures or photos on display clearly visible with its characteristics.

Bibliography (1999-2022)