ABSTRACT

The development of photography is increasingly in demand coupled with the

increasingly sophisticated digital equipment, especially cameras. It also makes it

easier for the current generation to study and deepen the field of photography more

professionally so that it can be used as a promising business. The process of

working in the field of photography also seems instant and only relies on lighting,

adequate equipment and technical shooting. Even so with the increasingly

widespread photographer in Indonesia, new problems arise regarding the existence

of the photographer profession. In his work, if we want to continue to survive in an

increasingly popular industry coupled with the rise of newcomer photographers, as

photographers we must explore and create distinctive features of our art to be

recognized and recognized.

This research uses library research or library research. The source of the data

obtained through observation and interviews with relevant artists and professional

photographers as a comparison. Data will be analyzed by descriptive analysis

method. The theoretical basis used is the theory of semiotics. Based on the data

analysis, it can be concluded that the characteristic of a work is formed from its

experience and strong background in shaping an artist's personality. The semiotic

method helps to analyze a work in understanding and interpreting implied meanings

through the symbols contained in a work.

Keywords: Photography works, Semiotics Method, Art Photos

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