



PHOTOGRAPHY IN TOURISM

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ABSTRACT

Basically, humans are social creatures that cannot be separated from the people around them. This affects a person's lifestyle, be it a lifestyle that is closely related to the development of society, which contains values such as social strata, imagery, and self-actualization which are all for the search for a new identity. Where in this case we know that in the world of tourism has developed rapidly in which there are several components related to the world of tourism, one of which is media photography that plays a role in the world of tourism which is used to capture moments in us doing tourist trips, which in this case aims as a promotional media because of the results of good pictures will make people interested in visiting tourist attractions especially Bali, where we all know that Bali is one of the destinations visited by many local and foreign tourists, now this is how important media photography is in the world of tourism.

Keywords : *photography, tourism, promotional*

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I. INTRODUCTION

The development of the world of photography from time to time follows the progress of the times and technology. Since the discovery of camera obscura to digital cameras with various advantages, from celluloid film to infrared negative film, it is indicated that the world of photography always follows technological developments in a relatively fast time and develops as a world of technology in its own right. The development of the world of photography not only includes hardware (cameras, lenses, memory cards, and other accessories) and software (software), but also in terms of the process of creation also develops. In essence, photography is documentary, which in photographic terms is known as documentary photography because the recording results come from existing reality, both in the form of inanimate and living things. Documentary photography is considered one of the close branches of journalistic photography, but there are also those who consider it a genre unto itself. Both include collecting, editing, and presenting event material. In documentary photography, stories are presented through a series of photographs that in journalism are called photo stories. Documentary photography can be part of professional journalistic photography and can also be part of amateur, artistic, and academic photography approaches. The main topics that are often raised are social problems and tragedies in life. Initially, documentary photography raised many themes related to



controversial issues. However, in its development, documentary photography also takes other topics that are sometimes quite simple, coming from the daily lives of people, families, loved ones, to culture. Photographers seek to bring closer to the things they find in their world. The subjects of the shoot are mostly humans in relation to other humans or their environment. In fact, the presence of photographic works is not only documentary, but then develops due to the demands and development of the times. Based on the subject shown, photographic works have different forms and are classified in three subdisciplines, namely commercial photography, journalism, and art/expression photography. Each genre has variants that represent the complexity of the photographic subject it carries. Where in this case the photo or image is the result of photographic activities (Markow, 1999: 12). This activity can be classified according to its function and purpose into: (1) Documentary photography. Photography is used to record events that the photographer considers important. Documentary photography is more concerned with recording events than having to apply aesthetic principles in a photograph, which is (2) Photojournalism. Journalistic photography is often also called press photo or news photo. This photo usually reports an event that is happening in society and is made according to the actual situation without manipulation and (3) Advertising photography. Advertising photography is one branch of professional photography that serves more to meet the needs of the industry in advertising as a substitute for illustrations from hand drawings. Almost the same opinion was also expressed by Arbain Rambey (Kompas, 2010: 3). Photography is actually divided into two domains, namely the objective realm and the subjective realm. Photography in the realm of objective is photographs that appear according to the common needs of the photographer and the viewer. Included in this category are photojournalism and commercial photography (industrial photo/commercial photo). This type of photo usually serves to report an event that is happening in society which is made according to the actual situation without manipulation. Subjective photography is art photography that is solely to fulfill the aesthetic desire of a photographer with photographic media. In art photography, whether the resulting photo will be accepted by people or not, it does not matter, the most important thing in this context is how the photographer can channel his aesthetic taste through the language of photography. Photo art is a reflection or expression of the beauty of a photographer that he wants to realize through photos with certain shapes or effects.

Ordinary people consider photography activities to be a difficult job and require expensive costs, but nowadays photography activities are easy and cheap jobs. It is undeniable that photography used to be an activity that could only be done by a few people because to be able to master the camera requires special skills and a long time. In addition, it is also because the process is complicated and requires relatively expensive costs. Therefore, in the past not everyone could do the work of a photographer.

The development of technology makes it easier for someone to become a photographer. Supported by sophisticated equipment and gadgets and getting smarter day by day, anyone can do photography activities, anywhere, anytime, and in any condition. In addition, photography activities no longer recognize restrictions on age, education, gender, and even social status. The development of the world of photography today has changed the pattern of human life. In ancient times photography activities were hobbies and professions, now photography activities are a lifestyle. Almost every human being has the desire to have a camera as much as someone wants to have a cellphone (Kompas, 2009: 5). Today's photography activity is closely related to the lifestyle among modern society because it contains values such as social strata, imagery, and self-actualization which are all for the search for a new identity. The process of forming this lifestyle cannot be separated from the influence of information presented by various mass media such as magazines, newspapers, television, and the internet.

Modern society is no stranger to photography activities that are part of their activities, to capture an event, state, or object of a particular object. This activity has become commonplace

and appreciated by many people. Proven by the increasing number of people who have cameras. Taking pictures or taking pictures to capture is part of human activities today. Advances in technology, especially digital technology, are growing very rapidly so that photography activities belong to everyone. This is evidenced by ordinary people who are so easy to take pictures of anything using a mobile phone camera or digital pocket camera. Where the development of the world of technology and information, especially the field of photography, is very influential in other fields. One of them is the field of tourism industry. Photography in the field of tourism has an important role both for tourism actors, in this case, of course, the government that handles tourism specifically, and the private sector. The existence of photography for tourism actors is certainly for the needs of publication or promotion of tourism objects because photography is considered capable of representing the beauty of existing tourist objects in accordance with the original. In addition, photography is also very closely related to tourists or people who travel on tours. For tourists, photos are mandatory when traveling because apart from being souvenirs, photos are also personal archives and even as a place to show off to others. Moreover, at this time with the support of social media, travel photos can be directly published to others to interact and as a place to show off with fellow users of the media.

METHOD

The methods section for research articles may include the design of steps or procedures used in data collection (partner problem inventory) and the procedures for community activities that have been carried out. Formula writing (if applicable) can use equations while referencing the primary source used as a reference. The methods in a literature review article can outline the thought process in conducting the study, the steps in data collection (information gathering), analytical techniques (if applicable), and the criteria or reference standards used to conduct a critical and in-depth study.

II. RESULT AND DISCUSSIONS

The camera originated from a similar device known as the Camera *Obscura* which is a camera box that has not been equipped with film to capture images or shadows. In the 16th century

Girolamo Cardano equipped the camera obscura with a lens on the front of the camera *obscura*. However, the resulting shadows were not durable, so Girolamo's invention has not been considered a world of photography. In 1727 Johann Scultze in his research found that silver salt is very sensitive to light but he had not yet figured out how to move forward his ideas. In 1826, Joseph Nicéphore Niépce published a picture of his camera's shadows, a blurred image of rooftops on a slab of deafened lead mixture that became known as the first photograph. Then, in 1839, Louis Daguerre published his findings in the form of a drawing produced from the shadow of a street in Paris on a silver-plated copper plate. Daguerre, who entered into a partnership in 1829 with Niépce, continued the camera development program, although Niépce died in 1833, developed a camera known as the daguerreotype camera that was considered practical in the world of photography, where, in return for his invention, the French Government gave a gift of a lifetime pension to Daguerre and the Niépce family. The *daguerreotype* camera later evolved into the camera that is developed now.

PHOTOGRAPHY TECHNIQUES



Figure 1. Zooming Technique

Source: Google

Zooming is a technique that makes the main object clearly visible, while the background looks blurred. This technique serves to emphasize the object and make it more striking. Focal length changes can only be made with a zoom lens, use a shutter speed of no more than 1/30 second to produce a sense of motion, preferably using a tripod.

Technical Panning

This technique is a technique of photographing moving objects that use very high speed. This technique seems to freeze the movement of the object. The result of this technique is an object that looks sharp when it is moving.



Figure 2. Panning Technical

Source: Google

Technical Freezing

In this technique, moving objects will look sharp, while a still background actually looks blurred. Must follow the object when shooting, to get the maximum photo and use a low speed (8-60) and use a tripod.

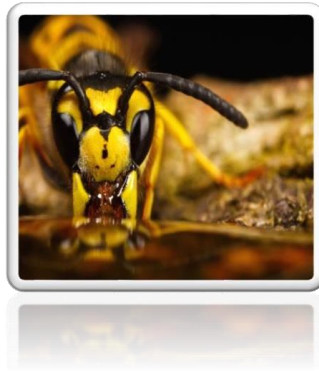


Figure 3. Freezing Technique
Source: Google

Teknik Macro

Macro photo technique is a technique of photographing in a very close distance, so that the object looks very large, this technique usually uses macro type techniques.

Technical Silhouette

Silhouette means shadow. As it is called, silhouette photos are only shadows. A silhouette is an object that covers light so that it is illuminated from behind in total. The basic rule of silhouette photos is that the object must actually look black. This means that no beam of light breaks in.

Bulb Technique

The shutter speed can be adjusted according to the time we want, done by holding the shutter-release button longer, a release cable and tripod can be used

THE RELATIONSHIP BETWEEN PHOTOGRAPHY AND TOURISM

Tourism in the modern sense is a phenomenon today based on health needs and air change, conscious judgment and growing love for natural beauty and in particular caused by the increasing association of various nations and classes of human society as a result of the development of commerce, industry, commerce, and the refinement of Freuler means of transportation in Yoeti (1996: 115). In the past, traveling was a journey to escape from all activities and daily busy routines. As time goes by, traveling today is a must for most people to show their existence. A person's encouragement to show self-existence that is inseparable from the development of technology and information today. Traveling is for fun. It is a conception of tourist behavior. Traveling is to see the situation in other places and to see the condition of others. In addition, it is also a way to get the opportunity to carry out ideas in the mind as self-expression in seeking pleasure (Peiper, 1952: 112). The essence of this view of tourist behavior is that in general traveling is to encapsulate various activities as behavior determined by one's own perceptions. Since the invention of photography technology, tourism activities cannot be separated from documentation as a means to commemorate tourist events. Where photos / images are products of photographic activities. Photos are works of art that are inseparable from aesthetic values

and rules like other works of art. According to Soedjono (2007: 5), photographic aesthetics are divided into two assessments, namely aesthetics in ideas and aesthetics technically in the process of realization. In the context of photography, it can be seen how humans respond to every phenomenon that exists in the surrounding environment which will later become a form of events of historical value. Photography activities certainly also require a design concept that starts from the basic idea that develops into the implementation of praxis that requires the support of equipment and techniques in realizing its creation (Soedjono, 2007: 14). For the sake of documentation, what needs to be taken into account is how photographic techniques can represent visual objects and to be used as evidence or testimony of a real event convincingly. Pictures or photographs inform many things that record the civilization that is the background of time and the background of the place. Where Photos can identify when events occurred, who the perpetrators were, and where they occurred. Other civilizations such as technology, the environment, and other objects recorded in photographs hint at a certain time. Tourism photography in the era of the 60s, for example, informed the progress of transportation recorded through pictures / photos of objects or horse-drawn carriages. In the 70s, tourism photos informed the fashion development of tourists in the photo in Elvis Presley-style clothes and pants that were famous at the time, while teenagers travel photos in the 80s with retro makeup and breakdancing costumes. Photography and travel activities at this time are a package of modern human behavior in terms of meeting needs and self-recreation as well as to show self-existence in the eyes of others. Behavioral theory holds that in acting people need understanding to behave, which is determined by subjective things from their perceptions (Ajzen, 1988: 8). The behavior of capturing an event experienced on a tourist trip is followed by the behavior of capturing oneself wherever one is, with the aim of informing the public about everything that is being done. This kind of behavior is becoming more and more common over time. Supported by a number of social media such as *facebook*, *twitter*, *Instagram*, *TikTok*, which are part of the lifestyle of modern humans. Where currently traveling activities are also a place to show one's existence. Previously, people have been aware of the importance of visual documents or photos in traveling. Tourists always make photos at certain tourist sites as proof of visits and mementos. Tourist behavior through social media is a reflection of the phenomenal visual culture in today's social media era. Tourists are currently diligently uploading photos during tourist visits through social media. Although it was originally a self-expression or a reflection of mood, it is functionally informative. For example, someone who is in a certain tourist location can immediately inform what is in that location according to their mood and environment, such as the atmosphere of the location, the beauty of the location, the horror of the location, comfort, excitement, inconvenience, clean, and dirty. All can be conveyed to the public directly, about what happened at the tourist spot through social media and other people who see the photo can immediately comment or respond right away.

PHOTOGRAPHY AS A MEDIUM OF SELF-ACTUALIZATION AND LIFESTYLE

Sociological lifestyle with a limited understanding refers to the typical lifestyle of a particular group (Featherstone, 2001: 108). In modern society, lifestyle helps define a person's attitudes, values, wealth, and social position (Chaney, 2004: 20). In modern society, the term connotes individualism, self-expression, and self-awareness for style. Body, clothing, manner of speech, leisure entertainment, choice of food and drink, home,

vehicle, even choice of information source, and so on are seen as indicators of the individualistic taste and sense of style of a person.

Lifestyle is broadly defined as a way of life identified by how a person spends their time, such as activities, what they consider important in their environment or interests, and what they think about themselves and the world around them. The lifestyle of a society will be different from other societies. Even from time to time the lifestyle of a particular individual and community group will move dynamically. However, lifestyles do not change quickly so that at a certain period of time the lifestyle is relatively permanent. Lifestyle is basically a behavior that reflects what problems actually exist in a person's mind that tends to blend with various things related to emotional and psychological problems. According to Well & Tigert in Susanto (2010: th). This behavior can be observed or measured by the AIO (Exercises, Intrigued, and Conclusion) system in terms of: (1) how they spend time in their daily lives, (2) what interests or what is around them that is considered important in life and interaction, (3) how opinions or opinions perceive themselves towards the world around them, and (4) the basic characteristics of the group can generally be based on geographic area.

The process of forming a lifestyle cannot be separated from the influence of information media presented by various types of mass media. Basically, human needs are arranged in a hierarchy: from a low level of needs, namely physiological needs such as eating, drinking, shelter, and free from pain, while a high level of needs, namely the need for self-actualization needs such as friends, affiliation, love, social interaction, self-esteem, and appreciation from others Maslow in Setiadi (2010: 39). Appreciation from others or recognition of himself can be achieved in various ways, one of which is by capturing all activities in daily life through photography and publishing through media that are developing today. Awareness for self-perpetuation is now better known as visual culture. Visual culture undergoes many developments according to the needs and technological developments.

Today's visual culture is concerned with the relationship of visual events, that is, information, meanings, and pleasure sought through visual technological devices. With visual technology, all forms of equipment are specifically designed to see or to capture images of nature, from paintings to images through television or web media (Mirzoeff, 2002: 3). This happens in everyday life and becomes a habit. It is called culture because there is a human ability to teach itself Kant in Peursen (1976:102). Communication and interaction occur because others appreciate these visual results through certain media. In modern society, all humans are *performers*, everyone is required to be able to play and control their own role. The style of clothing, hair makeup, all kinds of attached accessories, musical tastes, or choices of activities carried out are part of the performance of identity and personality (Antariksa & Nuraeni, 2000: 2). Photography activities today do not only belong to a few people or belong to a professional, but photography has become the property of all circles and knows no age old or young, men or women, all of whom use photography media for expression.

Now technology is entering the era of digitalization. Even the instant photo technology that *polaroids* developed in the period of the 90s has been abandoned. Digital photography can create many images / photos in a short time very practical and economical. A digital photo

making device does not have to be a digital photo camera. Various *devices / gadgets* have been equipped with digital cameras in it. Smartphone phones, tablet computers, and sound players are instant photo making tools that are practical for tourists to carry. With the support of *web* networks, it is also possible for tourists to distribute photos so that they can be enjoyed by many people in a short time through social media intermediaries.

Social media is a web-based tool that allows people to connect with each other. Currently, there are several popular applications that are trending among the public, which have an important role as an accommodation tool to share photos among users. Some of these popular applications include *Facebook, Twitter, Instagram, and Picasa Web Collections*. In the field of tourism, several applications such as *google maps, tripadvisor, foursquare* are considered very helpful for tourists to find information about a destination. As a medium of self-actualization, the habit of making photos is a visual culture phenomenon at this time. With the support of today's popular technology, namely *smartphones* used in everyday life, anywhere, anytime, in any situation there is definitely an opportunity to make photos. Even taking pictures is a necessity. For some people, the experience of being somewhere to satisfy the need for pleasure is perceived as something to be proud of. Therefore, people who are on a tourist trip document their trip for them to then show to others. It's just that at this time everything can be fast, simultaneously, and reach a very wide range.

Since the discovery of photography in the 19th century, since then also the visual culture of realist images that are similar to the original began to become important in the lives of people around the world. People feel the need to be part of the picture to show evidence of involvement in a momentum event. The more events captured in photography, the more photos are printed so that people need albums/files that have special themes. Nowadays almost all social media facilitates its users to post photography.

Times have shifted from photo print time to social media photo time. Starting from the shift of the analog photography period to the digital period, the parallel period, that is, the period of photographic image elements expressed in numbers. People then set the amount of image resolution and the amount of information so that photos can be loaded through social media. In this case, the way to show off the involvement of an event no longer requires photo printing. Any moment that is considered interesting, with or without involving the perpetrator in the photo can be uploaded (transferred) to social media. If anyone else in the network wants to have, can download it (download). Technological developments have determined image resolution, that is, the amount of information that must be sent is not too burdensome for the system. If in the previous period photography activities had to have special skills, in this period everyone is a photographer. Most photographic works on social networks are generated from web-connected contraption. Popular are cell phones with special characters or so-called *smartphones*. Using it is very simple. Simply aim at an object then capture and load it through certain social media. Social media that is most popular is social media type of social networking because photos will immediately get a response or response from other network users. In this case, users will comment on each other and there will be interaction over visuals or images / photos that have been published.

In certain cases, social media users are people with great taste when it comes to photography. This group has enough knowledge about photography or even a professional photographer. The resulting photo can be of very high aesthetic value. This is because

technically the photo is made carefully and perfectly. Some people really take into account the beauty, dramatization, and information of the photos that will be exhibited to others through social media.

In order for the aesthetic aspect to be fulfilled, some others take advantage of the aesthetic effects provided by the social media software itself. Some social media applications provide aesthetic effects such as special filters, making the photo more dramatic. Most are channel effects of color, lighting, and framing in special themes to choose from (format). Some special media for sharing photos such as Instagram or way often update their systems to produce photos that look more beautiful, dramatic, and perfect. The composition of this type of social media is very well known by fans because the image ratio is square.

Photography activities today no longer have to use special cameras, but instead use more cameras from *mobile phone* facilities that are used to capture all daily activities. Even capture yourself popularly with the term selfie to then upload it to social networks. It is now part of the lifestyle. In fact, the term selfie has now entered the dictionary and was placed as *the Oxford English Dictionary's 2013 Word of the Year*.

Selfies actually did not start when the widespread use of smartphones. According to BBC data, the first selfies were probably taken in the 1800s using a mirror or using a self-clock. Selfies at that time did not involve a single object as they do today, but in large groups such as taking pictures with friends or family. Some do creative ideas, for example by using mirrors, to get the best picture of themselves. However, with technology that is increasingly evolving, selfies are advancing until they can no longer be predicted. The styles used are increasingly diverse, whether using mirrors like the 1800s or reversing cameras. In the early days of social media, photos were sent to friends or for fun.

This narcissistic behavior on social media has been thoroughly enforced. Not only ordinary people, *first class circles* such as presidents, officials, and celebrities quip show this kind of behavioral activity. A survey from *Seat Web & American Life Venture* states that 54% of web users have a habit of uploading portraits of themselves on Facebook, Twitter, or other social networks. According to psychologist and director of Media Brain research Inquire about Center, Dr. Pamela Rutledge, the desire to take pictures, post, and get likes from social networking sites is natural for everyone. This desire is influenced by feelings in social relationships. This is actually the same as when people say how good the clothes are worn. Biologically, social recognition is a necessity, there are even zones in the brain devoted to social activities

III. CONCLUSIONS

Visual meanings with various imagery through photography and social media depend heavily on the quality of the technology used and the people who use the technology. Photography and travel activities at this time are a package of cutting edge human behavior in terms of meeting needs as well as to show one's existence in the eyes of others. Existence is something that must not be missed because humans are basically social creatures that cannot be separated from those around them. This affects a person's lifestyle. Lifestyle is closely related to the development of society. In the process of its formation, this lifestyle cannot be separated from the influence of

information media presented by various media such as magazines, newspapers, television, and the web.

With the support of technology, namely smartphones used in everyday life, photography activities today no longer have to use special cameras. This photography activity can be done anywhere, anytime, or even in any situation play on words there must be an opportunity to make photos and then upload them to social media both as profile photos and as a status of activities carried out in daily life.

In the field of tourism, aesthetics and visual information in social media can have the effect of interest for others to imitate doing the same. In this case, social media is a medium for exchanging information and recommendations for fellow users in the network. This information delivery technique is known as electronic-world of mouth or information from "word of mouth" running electronically. The hope is that visitors or tourists as a source of information for other potential tourists through photography and social media. If this happens en masse and simultaneously, it is certainly very helpful for tourism managers in the marketing process.

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