

Visual Communication in Wedding Photography: A Case Study of @fng_photography on the Promotion of Batak and Minang Culture

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Abstract

Technological advances continue to evolve over time, including in the world of photography. Photography itself is a process or method to create an image or photo of an object by recording the reflection of light falling on the object in a light-sensitive medium. One branch of photography is Wedding photography, which is taken during the couple's wedding. With the development of the times, marriages that used to always follow local customs are now becoming more and more rare. Using traditional clothes in weddings is one of the efforts to preserve Indonesian culture. One of the tribes that still often wear traditional clothes in weddings is the Batak and Minang customs. The author obtained photography documentation of Batak and Minang traditional weddings from the photo studio fng photography Studio, It is a photo studio that consistently documents Batak and Minang traditional weddings. The photos uploaded by the account introduce the culture through the display of traditional Batak and Minang traditional clothing, which is usually worn on special moments such as wedding ceremonies. Uploads on @fng_photography Instagram account are a form of visual communication that also serves as a cultural promotion. These photos allow Instagram users around the world to see and appreciate the uniqueness of the Batak and Minang cultures, so it is hoped that they will add to their insight into the rich culture found in Indonesia.

Keywords: Photography, Wedding Photography, Batak Culture, Minang Culture, Cultural Preservation.

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Introduction

Photography comes from the Greek words "photos" which means light and "grafo" which means painting or writing, is the process of creating an image or capturing a moment using light as a medium. In general, photography refers to the process or technique used to create an image or photograph of an object by recording the reflection of light from the object on a medium that is sensitive to light. Cameras are the most commonly used tool to capture this light. In the absence of light, there could be no image produced. Photography has various branches, such as macro photography, street photography, wedding photography, pre-wedding photography, photography journalism, underwater photography, fashion photography, landscape photography, food photography, and others. Among all these types of photography, the author has a very great interest in wedding photography.

In the current era, photography is a means of visual communication, with the documentation in capturing an activity, photos also contribute to the transmission of knowledge in various things, including culture in a wedding reception. Photography has its own uniqueness. This is due to the majority of people viewing media photography in conveying reports, a form of knowledge about various things, visualizing moments, telling events, and maintaining moments.

We all know that photo documentation in the archipelago has experienced quite rapid development in accordance with the development of digital photography technology. Wedding photography has a special mark that makes it look different from other types of photographers because it is always connected to certain symbolic elements. For example, when traditional clothes are in the wedding documentation, people who see it will immediately recognize that the photo captures the wedding moment that has taken place, against the background of the visual clues seen in the photo.

Over time, in the previous era, marriage followed the prevailing culture in an area that is now increasingly difficult to see. In marriage, wearing a traditional dress is a way to preserve the heritage of our ancestors. The Batak and Minang tribes are areas that still often use traditional clothes in their wedding events. In this case, the author obtained a visual work of a Batak and Minang traditional wedding from @fng_photography account, which always has a commitment to taking visual pictures of Batak and Minang traditional weddings. @fng_photography account since 2012 has started taking photos starting from environmental photos, and in 2019 started taking prewed and wedding photos.

With the vision of documenting every event that is valuable for a lifetime in the form of visual photos and videos, photography has a very distinctive role. Furthermore, the rapid development of technology in this digital age makes it easier to interpret messages through visual documentation. Therefore, in this case, the author focuses more on Photography wedding as a visual delivery medium in introducing Batak and Minang customs through Instagram social media.

Literature Review

2.1 Photography

Photography is the process of creating images or capturing stories by utilizing light as a medium. Broadly speaking, photography refers to the process or technique to produce an image or photograph of an object by capturing the reflection of light falling on the object in a light-sensitive medium, the camera is the most common tool used to capture the light. In the absence of light, the image cannot be produced. The essence of photography is to direct light through bias so that it can bring the light recording medium to life.

Photography is an effective medium of communication and a powerful means of self-expression. Photography has a wide range of definitions, practices, and interpretations. Meanwhile, the opinion of Yudhi soerjoatmodjo photography is a communication tool in interaction and communication. As well as photos as a tool for documentation, conveying the visuals of an image, as well as a work of art.

2.2 Wedding Photography

Wedding photography is part of the photography category related to commercial accessories and has usually been determined by the organizers. In the process of work, it is not only focused on its idealism, but also needs to be considered in accordance with the client. The description of the steps of marriage is very important in the essence and visualizes the sacred moment of the process of the event.

2.3 Visual Communication

According to Michael Kroeger, there are several characters in applying visual theories and concepts, such as lines, colors, and shapes. By combining images, art, symbols, color palettes, typography, illustrations, and graphic design, communicative visuals will be produced.

The following part of the communion can happen spontaneously, such as two speechless people interacting using sign language. In many ways, the use of well-known conveyors as a medium of visual communication delivery is more. The purpose of visual communication design is: to recognize identity, as an informative, promotional medium, persuasive and influence people's opinions.

Research Methodology

A qualitative descriptive approach, used by researchers, descriptive data is collected by collecting information on the subjects and objects studied, this study seeks to conclude and analyze information in a certain time span. The goal is to understand and describe the composition of wedding photography as a visual communication medium in the promotion of Batak and Minang tribal culture.

Results and Discussion

The author in the introduction stated that the role of photography in promoting the culture of the Batak and Minang tribes. Over time, cultures in Indonesia are susceptible to being displaced by new cultures that enter, so it is important to maintain the continuity of Indonesian culture that develops in society.

One way to preserve culture is to document it through photography. Photography is an effective tool in introducing culture in the midst of the rapid development of information technology today, especially with the presence of social media that is easily accessible to the global community. Cultural promotion through photography can be done on various social media platforms in Indonesia, such as Twitter or X, Facebook, Instagram, Pinterest, and others. Instagram, which is very popular today, can serve as a medium to showcase Indonesia's rich culture and introduce it to a wider audience.

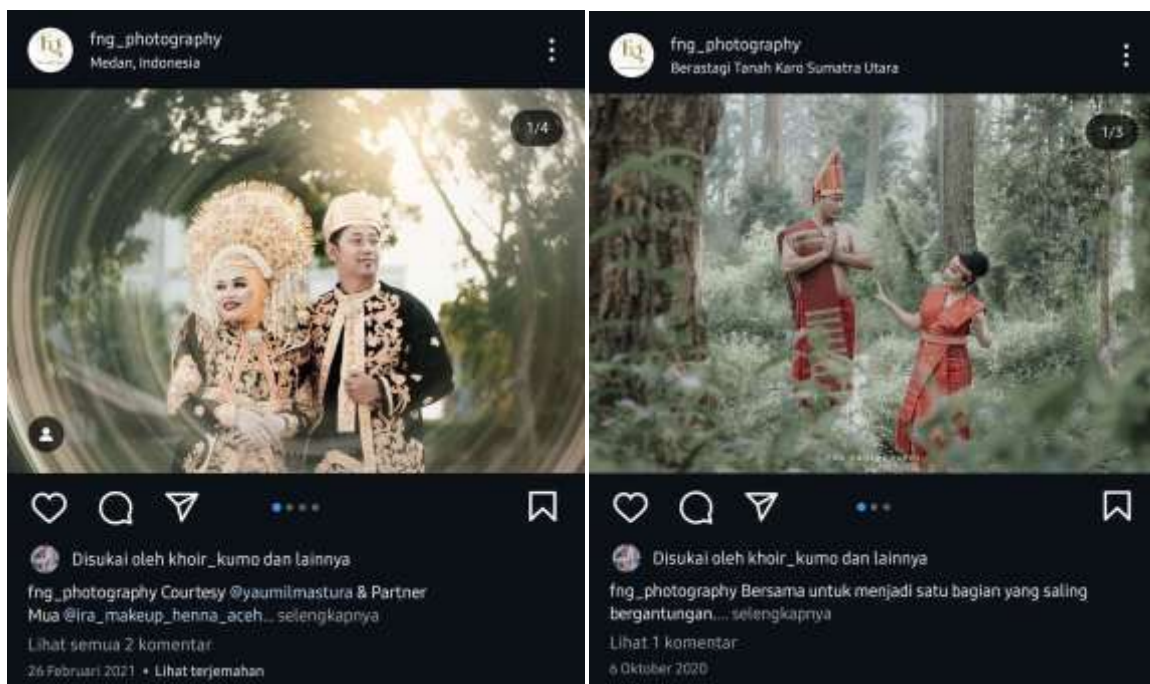
Instagram is one of the social media platforms that allows users to share content in the form of images and videos. Through Instagram, users can upload photos and videos

accompanied by a brief caption explaining the uploaded content. This shows that Instagram has the potential as a promotional medium for photos and videos because of its main focus on these two types of content. It is hoped that Instagram users who see photo or video uploads can understand the meaning they want to convey in each of these contents.

Indonesia has a wide variety of ethnicities and cultures. However, along with the development of the times and the influence of globalization, Indonesian culture slowly began to be eroded by foreign cultures. One example can be seen in the tradition of marriage. In the past, married couples generally wore traditional clothes according to their respective regions. However, now many couples choose long white dresses and suits as wedding attire, which is an influence from outside cultures.

However, the things mentioned earlier can be prevented through cultural promotion efforts by the Indonesian people. This promotion can be done through popular social media such as Instagram. With the promotion of culture through Instagram, more people are familiar with the culture, and more research is done about the culture. This ultimately provides indirect protection for the culture, reducing its risk of extinction.

Telling people about culture is to upload photos on Instagram that show someone wearing traditional clothes of a region, especially on special occasions such as weddings. Wearing traditional clothes at weddings and sharing them on Instagram is a form of cultural promotion. For example, wedding photographers @fng_photography often upload photos of the bride and groom wearing traditional clothes, especially Batak and Minang cultural clothing. Here are some photos uploaded by @fng_photography his Instagram account.



Figures 1 and 2

Source: Instagram @fng_photography

The photo above clearly shows the traditional clothes worn by members of the Batak and Minang tribes. The upload from @fng_photography Instagram account introduces the traditional clothing owned by the Batak and Minang tribes, which are usually worn on special occasions such as wedding ceremonies. The upload is a form of visual communication carried

out by @fng_photography account, which also serves as a cultural promotion. With this upload, any Instagram user around the world can see and get to know the uniqueness of the Batak and Minang tribes culture.

In picture 1, you can see a couple wearing traditional Minang clothes looking at the future that will be shared together forever with a shady background of trees and the sun shining brightly shining on the couple. In the picture of 2 couples using traditional Batak clothes with the caption together to become one part that depends on each other" can be seen both of them dancing together staring at each other.

Figures 1 and 2 illustrate the various meanings contained in the Batak and Minang wedding traditions in Sumatra, showing the richness of Indonesian culture. This upload helps people who are not familiar with the wedding customs of the Batak and Minang tribes to understand further. Thus, @fng_photography Instagram account managed to convey visual communication about Batak culture through his photos and promote the tradition of traditional marriage. However, the upload is not accompanied by a caption explaining the meaning of the activity, so other users may not fully understand the meaning of the procession

Conclusion

Based on the previous discussion, the author concludes that photography has an important role as a visual communication medium to promote various aspects of Indonesian culture. This is further facilitated by technological developments, where cultural promotion can be done through social media such as Instagram. Through the photos uploaded on @fng_photography's Instagram account, the account owner managed to convey visual communication and promote the traditional wedding culture of the Batak and Minang tribes in Sumatra. However, the upload has a drawback, namely the absence of captions explaining the meaning in the photos, so other users may have difficulty understanding the meaning of the bride's activities displayed.

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