

Manfaat Hasil Belajar Publikasi Mode Sebagai Kesiapan Menjadi *Fashion Photographer*

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ABSTRAK

Fashion photography merupakan bagian penting dalam media *advertising* bidang busana berupa majalah, *billboard*, poster, iklan, dan semua hal yang bergerak dalam bidang *fashion* yang berupa foto *fashion*. Oleh karena itu, dalam pembuatan *fashion photography* membutuhkan seseorang yang ahli di bidangnya khususnya *fashion photographer* sehingga menghasilkan tampilan foto sesuai dengan tujuan yang diharapkan. Tujuan dari penelitian ini adalah untuk memperoleh data tentang manfaat hasil belajar publikasi mode sebagai kesiapan menjadi *fashion photographer* ditinjau dari kompetensi pemahaman konsep media publikasi mode, penguasaan pengetahuan peralatan fotografi, kemampuan penguasaan teknik fotografi bidang mode, kemampuan penguasaan proses pemotretan bidang mode, dan kemampuan penguasaan aplikasi *fashion photography* di bidang mode. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif analitik dengan alat pengumpul data berupa angket. Sampel penelitian ini menggunakan total, yaitu mahasiswa Program Studi Pendidikan Tata Busana paket pilihan desain mode, Departemen PKK FPTK UPI angkatan 2012 dan angkatan 2013 yang telah mengikuti mata kuliah publikasi mode, yang berjumlah 25 orang. Hasil penelitian menunjukkan bahwa manfaat hasil belajar publikasi mode ditinjau dari peralatan fotografi berada pada kriteria cukup, sedangkan hasil belajar publikasi mode ditinjau dari konsep media publikasi mode, teknik fotografi bidang mode, proses pemotretan model busana, penerapan *fashion fotografi* dibidang mode pada umumnya berada pada kriteria tinggi dan telah memiliki manfaat dari hasil belajar publikasi mode sebagai kesiapan menjadi *fashion photographer*.

Kata kunci: *fashion photographer*, *fashion photography*, publikasi mode

The Benefit of Fashion Publication Learning Outcomes As A Readiness To Become Fashion Photographer

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ABSTRACT

Fashion photography is one of the most important part of fashion advertisement like a magazine, billboard, poster, catalogue, lookbook, and every fashion advertisement in the fashion photos form. Therefore, to produce fashion photography we need a fashion photography expert wich is a fashion photographer for producing a good quality fashion photos. This research discusses about the benefits of fashion publication learning outcomes as a readiness to become a fashion photographer, as purpose of the study is to obtain data about benefits of the learning outcomes of fashion publication as a readiness to become a fashion photographer in terms of competence of understanding concept of fashion publication media, mastery knowledge of photography equipments, ability to master fashion photography techniques, ability to master shooting process in fashion field, and ability to master application of fashion photography in the fashion field. Method used in this research is descriptive-analytics with data collection tool formed in questionnaires. Sample of this research were selected in total sample, the students of Fashion Education Study Program of optional package fashion design in Fashion Education Study Program on Home Economic Education Departement, Faculty of Technology and Vocational Education, Indonesia University of Education, year 2012 and 2013, who had attended fashion publication class that amounted to 25 students. Result of the research shows the benefit of learning outcomes of fashion publication in terms of photography equipment is in sufficient criteria, while learning outcomes of the fashion publication viewed from concept of fashion publication media, fashion photography technique, process of fashion model photography, application of fashion photography in fashion field are generally in high criteria, and consequently the learning outcomes of fashion publications benefited as a readiness to become a fashion photographer.

Keywords: fashion photographer, fashion photography, fashion publication