

Implementation of the Three-Point Lighting Technique in Advertising Photography as Promotional Media at Politeknik Negeri Media Kreatif PSDKU Medan Campus

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Abstract. Politeknik Negeri Media Kreatif PSDKU Medan is a campus focused on the Creative Industry, offering contemporary programs aligned with the growth of the creative sector and broad job opportunities for students. However, the campus struggles to meet its student enrollment quotas each year. This issue stems from a lack of effective promotion, particularly on social media platforms, which play a crucial role in attracting prospective students. In today's digital age, prospective students often research colleges through social media, especially Instagram. Unfortunately, the current Instagram account of Politeknik Negeri Media Kreatif lacks visually appealing content, mainly due to the absence of engaging and high-quality photos. This limits its potential to capture the interest of prospective students and hinder new student admissions.

Keywords: Photography, Three Point Lighting, and Promotional Media.

1 Introduction

Politeknik Negeri Media Kreatif PSDKU Medan, located in North Sumatra, focuses on the Creative Industry. Despite its state status and alignment with the rapidly growing creative sector, many people remain unfamiliar with the campus. This lack of awareness impacts student enrollment, as the campus often fails to meet its new student quotas each year. One key factor contributing to this issue is the limited use of promotional media, especially on social media platforms like Instagram, which prospective students commonly use to research potential colleges [1-3].

Currently, the campus's Instagram account lacks visually appealing content, which reduces its potential to engage prospective students. In the digital era, students typically examine a campus's social media presence before deciding to apply. A lack of engaging and high-quality visuals on Instagram can therefore hinder the campus's ability to attract attention and grow its student body [4].

To improve this situation, the application of advertising photography using the three-point lighting technique is proposed. This technique involves using three light sources—main light, fill light, and rim light—to create photos with depth and dimension, making them more visually striking. By utilizing this technique, promotional photos will be more dynamic, eye-catching,

and capable of highlighting the campus's unique features, making the content stand out on social media platforms [5-8].

The goal of this research is to implement the three-point lighting technique to produce promotional photos for Instagram. By enhancing the aesthetic quality of social media content, the campus will be able to better promote itself, attract a larger audience, and ultimately increase student enrollment. High-quality visuals not only enhance the campus's digital presence but also differentiate it from other institutions, positioning it as a more appealing option for prospective students.

2 Material and Methods

2.1 Materials

The form of research uses qualitative research methods, the data and results were not obtained through the process of statistical calculations, quantitative, or in any other ways that uses numbers in the data search stage. The data collection method applied in the research results in the form of literature studies, observations, and interviews. In its stages, data collection realizes primary and secondary data. Primary data is obtained by interviewing related sources, teaching staff, and lecturers at the Creative Media State Polytechnic Campus. Observation is carried out to monitor the reference photo work obtained for information about ideas/concepts, and themes, in photographic works to create photo works that can increase the promotion of the Campus to the public. In addition to interviews and observations, data is obtained from Polimedia prospectuses, reference books, and other information to obtain secondary data.

2.2 Methods

The design of photographic works in the research applies the design thinking plot, which is a stage of problem-solving by applying a realistic and creative solution approach from the user's perspective. The five stages of design thinking by David Kelley and Tim Brown are as follows [9]:

2.2.1 *Empathize*

The making of advertising Photography with the Three-point lighting technique as a promotional media at the Politeknik Negeri Media Kreatif PSDKU Medan Campus was opened by conducting data collection by interviewing one of the employees and the Head of the Polimedia PSDKU Medan Unit. The data collection carried out includes identifying opportunities, information about targets, and positioning to understand opportunities from prospective new students.

In addition to the interview stage, observation in the form of literature literacy is carried out to observe several existing competitors as a reference, and reference can be made in the stages of designing advertising Photography as a promotional medium on social media.

2.2.2 *Define*

After collecting some data obtained in the initial process, problem identification was carried out covering existing data. information has been obtained regarding the vision and mission of Politeknik Negeri Media Kreatif Campus, the advantages of the campus, and what opportunities are attractive to students who want to continue to state universities. The resource person also provided input regarding the effective use of promotional media by adding advertising photos with young people's models so that social media has more appeal to students who want to

continue their talents at the college level, especially Politeknik Negeri Media Kreatif because according to him the quality of teachers, practical tools and alumni at the campus is quite good but at the stage of promoting it to the public through social media still lacks appeal.

2.2.3 *Ideate*

At this stage, ideas and concepts are being formulated to address the challenges faced by Politeknik Negeri Media Kreatif PSDKU Medan Campus in creating more appealing and convincing social media promotion. These efforts aim to enhance the campus's image, especially among the public in North Sumatra. The formulation of these ideas and concepts is based on research that references campuses with high prospective student admissions in the region.

2.2.4 *Prototype*

At this stage, the design and planning of photographic works are being developed to streamline the shooting session. The pre-production phase determines the scenario, the model to be used as the subject, the camera and lens selection, and the application of lighting techniques, including the three-point lighting setup and the use of light modifiers.

The next stage of the production process involves a photoshoot session with the model, utilizing the three-point lighting technique. This setup includes three light sources directed at the subject: the main light, fill light, and rim light. Once the advertising photography session is completed, the editing process will be carried out using Photoshop CC 2018. The final photographic works will be used in a promotional campaign for the Creative Media State Polytechnic Campus, specifically on social media platforms like Instagram, with multiple feed posts.

2.2.5 *Test*

This stage is the last design thinking plot in the design. After the pre-production, production, and post-production stages that have been carried out in the initial stages, the resulting photographic works have gone through the editing process and will be uploaded to the Instagram account of the Politeknik Negeri Media Kreatif PSDKU Medan Campus as a form of promotional campaign, which is expected to be better known to the people of North Sumatra and increase the number of prospective new students at the campus.

3 Result and Discussion

This research was conducted at Politeknik Negeri Media Kreatif PSDKU Medan, involving students who are talented in shooting. The implementation of production activities was carried out at the Polimedia PSDKU Medan Photography Laboratory.

3.1. *Discussion*

In research applying plot design thinking is a stage of problem-solving applying a realistic and creative solution approach, as for the results of applying plot design thinking are as follows

3.1.1 *Emphatize*

At this stage, a search was conducted for the Head of the Medan PSDKU Unit, namely Mr. Komda Saharja S, Kom., M.Pd. and several Polimedia PSDKU Medan Public Relations Teams by focusing on conducting interviews and observations to produce two data sources, namely primary and secondary data. The results of interviews that have been obtained from the Head of the Medan PSDKU Unit, Mr. Komda Saharja S, Kom., M.Pd. that Polimedia PSDKU Medan is not widely known for its existence by the people of North Sumatra, especially in Medan, this is due, among others, to the lack of campus promotion to schools and online media, especially Instagram, which is less updated due to the lack of members or work teams from Polimedia

PSDKU Medan Public Relations, Head of the Medan PSDKU Unit, Mr. Komda Saharja S, Kom, M.Pd. said that there needs to be an increase, especially in Instagram feeds in order to attract people, especially North Sumatra, to be interested in registering as prospective new students to the Polimedia PSDKU Medan Campus and there need to be photos of students as campus promotional materials and other tools such as Brochures, Billboards and Posters so that they can be more creative in attracting prospective students.

After conducting interviews, literature study observations through articles and Instagram online media there are several references to increase promotional appeal using advertising photography. Observations were also made to competitors of campuses in Medan City. From this observation, a technique was found to make the photo interesting and dimensional so that it has a POI (Point of Interest) in the content to attract the audience, namely the Three point lighting technique applied to the subject of the photo.

3.1.2 Define

At this stage, the author defines the initial problem or phenomenon to create feedback in overcoming the problem. As for what is faced by Polimedia from the results of interviews with the Head of the PSDKU MEDAN Unit, Mr. Komda Saharja S, Kom., M.Pd and several employees, that information was found about the Politeknik Negeri Media Kreatif PSDKU Medan campus, namely Polimedia is a campus engaged in the Creative Industry, has four study programs, namely the Graphic Engineering Study Program, Graphic Design Study Program, Advertising Study Program and Publishing Study Program in 2024. In terms of Campus Characteristics, it has a great opportunity to get new prospective students, because the Creative industry is very trendy in the current era. Campus facilities obtained for students are quite complete such as air-conditioned classrooms and labs, WIFI, Photography labs, Computer Labs, Sports facilities, and ample parking lots. The following is market segmentation, targeting, and positioning data owned at the Politeknik Negeri Media Kreatif PSDKU Medan Campus.

a. Geography

Geographically, Politeknik Negeri Media Kreatif promotes the campus in Medan City and surrounding areas and even the entire North Sumatra Region.

b. Demographic

Age: 17-21 years old (maximum 3 years after graduation)

Gender: Male and Female

Occupation: Freelance and unemployment

Income: 500,000 to 20,000,000

Education: High school graduate / vocational high school / MA / Package C

Religion: All

Race: All

Status: Single and Married

c. Psychographic

Lifestyle: Creative and Innovative

Social Class: Lower Middle and Upper Middle

Activities: Freelance and unemployment

Interests: Creative Industry

d. Targeting

A group of teenagers who love or have a passion for the Creative Industry, prioritizing creativity and innovation that always follows current trends.

e. *Positioning*

The Politeknik Negeri Media Kreatif PSDKU Medan campus is engaged in the Creative Industry and has four Study Programs including the Graphics Engineering Program, Graphic Design Program, Advertising Program, and Publishing Program.

Then from the results of observations obtained from social media, many of the most favorite campuses have a social media display, especially Instagram, which has an attractive appearance in terms of photography and graphic design. In terms of aesthetics, competitor campuses use advertising photography works such as the use of professional models, choosing models among teenagers who display expressions of joy so that they can convey the message to the audience that students who enter the campus are satisfied and happy to increase attractiveness and marketability, always following current trends in every content created.

3.1.3 Ideate

At this stage, the process of determining the initial idea will be applied to the design process to answer the problems that exist at Politeknik Negeri Media Kreatif. From the interviews and observations obtained at the previous stage, it is known that there is a problem in terms of online promotion, especially on social media, the Polimedia PSDKU Medan Campus is engaged in the Creative Industry but in terms of appearance in social media is inadequate from the point of view of visual aesthetics and creativity, so that maybe people, especially teenagers or graduates who want to go to college after seeing Instagram views, are not so sure about the Campus.

a. *Creative Concept*

At this design stage, the ideas/concepts and themes applied will adjust to the results of interviews and observations regarding market segmentation with a target audience of high school graduates who are classified as teenagers and have a passion for the creative industry. Create a photo concept with a model whose age is still classified as a teenager, to add visual aesthetics to the concept of advertising photography by implementing lighting techniques, namely Three Point Lighting, using three Studio lights with a softbox Light modifier consisting of Main light, fill light and rim light/backlight so that POI (Point Of Interest) is more dimensional, using a photo background that is fresh and cheerful so that it has an attraction when the audience sees the photo.

b. *Strategy Creative*

The strategy applied is to carry out an analysis of market segmentation data, targeting, positioning, and observation data regarding the theme applied. Brainstorming Ideas/concepts and themes are carried out with the Head of Unit and Public Relations of PSDKU Medan so that the targeting is by the PSDKU Medan Creative Media State Polytechnic Campus. Ideas/concepts and themes must adjust the characteristics of the creative industry so that the photos made are by the campus, with the innovations made can change the appearance of the Polimedia PSDKU Medan Instagram feeds to have a new face so that it attracts more prospective students because it can be used as promotional material, namely advertisements or Instagram ads to promote PMB (New Student Admission).

c. *Creative Objectives*

Creative Objectives in making advertising photography by applying the Three Point Lighting lighting technique for promotional materials at the Polimedia PSDKU Medan Campus to make the display, especially on Instagram feeds so that the visual aesthetics have creativity and innovation which will become a new face that has an appeal to the people around North Sumatra so that they do not hesitate and are more confident to register prospective new students.

3.1.4 Prototype

This process involves pre-production, production, and post-production stages. In the first stage, pre-production, ideas, and concepts are visualized, themes are developed, mood boards are created, and references for the photo work and lighting diagrams are prepared. Additionally, shooting equipment is organized to align with the concepts and themes. The second stage, production, involves conducting the photo shoot, directing model poses with artistic arrangements, and applying visual aesthetic elements such as angles, framing, and the three-point lighting technique for the main subject. The final stage, post-production, includes selecting the most representative photos from the shoot and carrying out the editing and finishing touches to ensure the advertising photography is suitable for display on the Instagram feeds of Politeknik Negeri Media Kreatif PSDKU Medan.

a. Pre- Production

1) Idea/ Concept and Theme

The advertising photography concept involves using teenage models with interesting and unique expressions and poses, allowing for the seamless integration of typography in the form of a Call to Action (CTA) for Instagram campaigns. The shoot will apply the Three-Point Lighting technique, using the main light, fill light, and rim/backlight to create a visually appealing balance of light and shadow, enhancing the dimensionality of the subject and resulting in a professional advertising photograph.

2) References/*Moodboard*

Reference-seeking is a must so that we don't miss out on current trends and styles in the photos you create.

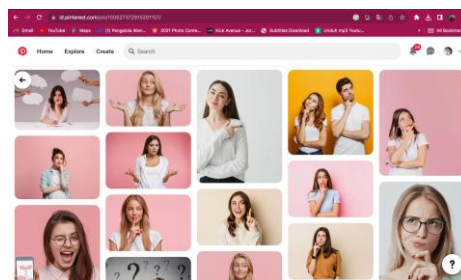


Fig.1. Reference/Moodboard (source: id.pinterest.com)

The image above serves as a reference/mood board to streamline the shooting session, offering a variety of model expressions and poses that will be applied to the advertising photography work

3) Lighting

The lighting used, namely Three Point Lighting, includes the main light with a light intensity of 1/1, fill light or fill light with an intensity of 1/8, and rim/backlight with a light intensity of 1/1 to make the highlight on the left side of the photo subject.

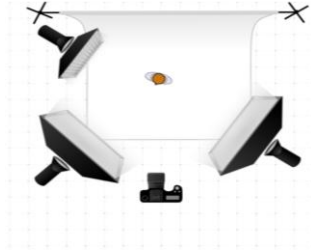


Fig.2. Lighting Diagram Three Point Lighting

In the diagram above, it can be seen that the direction of light is on the right side of the main light, on the left side of the fill light, and the back side of the subject rim/backlight. The three combinations of light sources make the photo subject dimensional, which has an interesting visual aesthetic and creates a representative piece of advertising photography.

b. Production

In the production stage, several stages are carried out, first preparing several color backgrounds and arranging the lighting used, using a softbox light modifier with a soft light character that provides a soft light dark gradation and strip light with a grid for Rim lighting to provide highlights on the right side of the object that does not spread.



Fig.3. Lighting 3 Point Lighting

The picture above is the application of the three-point lighting technique using a Godox SK400 speedlite: main light with a light intensity of 1/1 using a softbox on the right side, fill light intensity of 1/8, and rim light/backlight. Artistic styling on the model is carried out by the artistic stylist (art director). The hair style is set according to the trend of college students, and the fashion is used so that the appearance of the model matches the theme of the photo shoot.



Fig.4. MakeUp Process

After completion, the makeup process in the picture above was carried out in a shooting session by the photographer by showing the mood board to the art director, who adjusted the pose and expression of the model.



Fig.5. Shooting Process

The shooting session was carried out with the guidance of the mood board created. Shooting was carried out with exposure settings Shutter speed 1/60, F10, and ISO 200, using a Sony A7 Mark III mirrorless camera and a lens with a focal length of 55mm. The use of the F10 aperture aims to make the DOF/sharp space wide so that the facial expressions of the model look clear and detailed. Angle or camera viewpoint applied using angle, eye level parallel to the waist of the model, so that the resulting photo will reduce lens distortion so that the photo looks natural.



Fig.6. The resulting photo shows a confused

The photo results in Figure 7 are the results of advertising photography by applying the Three Point Lighting technique. It can be seen the effect of the lighting techniques used; on the right side of the subject's face the highlights are visible, and on the right side there is a slightly dimmer light compared to the left of the subject, which gives an aesthetic light dark dimension so that the audience when viewing the photo is expected to be interested in the campaign, which will

be displayed as a promotion of new student admissions at the Politeknik Negeri Media Kreatif PSDKU Medan.

c. Pasca Production

In the pasca production stage, there is photo sorting stage that's going to be used to make the Instagram campaign. Sorting technique that is used in this research is single sorting technique where the author do the sorting process one time with qualitative sorting study where in the qualitative sorting study discusses about the considerations about the decision that has been made, not only the actual results in prioritization but the careful attention and interpretation of the visual analysis as well.

In the shooting stage, 567 photos were produced, which were immediately sorted by a single qualitative sorting study. after that 112 representative photos were obtained to continue in the photo editing process.



Fig.7. Editing using Adobe Lightroom Software

In the editing stage, Adobe Lightroom software is used to adjust the skin tone and exposure of the photo subject, namely Exposure + 0.50, Contrast + 32, Highlights + 40, Shadows + 30, White + 29, Clarity + 18, and Saturation + 16, with a combination of these settings resulting in an aesthetic advertising photo work worthy of being used for campaign material on Instagram. Some of the results of advertising photography using the Three Point Lighting technique are as follows:



Fig.8. Advertising Photography Works with Three Point Lighting Technique

3.1.5. Test

This stage is the completion stage carried out at the design stage. The results of advertising photography work through the pre-production, production, and post-production stages are then applied to the creation of promotional campaigns or to providing the latest information on the Instagram account of Politeknik Negeri Media Kreatif PSDKU Medan to prove that the photos produced are aesthetic so that they attract and convince the audience after viewing the Instagram account.



Fig.9. Example of The Application Of The Work On Social Media Content

Image 9 is the result of an example of the application of work on social media content to prove that the photos produced are aesthetically proportional so that they attract and convince the audience after seeing the Instagram account.

3.2. Follow-up Plan

In this stage, the author formulates a follow-up plan from the output of the work produced. The author realizes that the output of the work in this research is only one of the main supporting indicators that become material in making promotional content on social media. The utilization of content in social media is also very dependent on several indicators, including content marketing strategies. Content marketing strategies must also be able to be truly systematically measured with the target market to be addressed, as an effective strategy widely used in the creation of social media content at several universities today is the Digital Funneling Marketing Strategy. So that the author designs a follow-up plan for this research for the next with the title concept: "Utilization of Digital Funneling Marketing Strategy in Content Creation as a Promotion Campaign on Social Media of Politeknik Negeri Media Kreatif PSDKU Medan".

4 Conclusion

In conclusion, the use of three-point lighting in advertising photography enhances the aesthetic value by creating dimensional effects on the subject. The combination of rim light, fill light, and main light adds depth and highlights, resulting in a visually unique and expressive photo. The design process, based on the design thinking method by David Kelley and Tim Brown, ensures the final image is both aesthetically pleasing and effective for promotional purposes. This technique can be a valuable tool for educational institutions like Politeknik Negeri Media Kreatif PSDKU Medan, helping improve their social media presence by creating eye-catching content

that engages and attracts audiences.

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