

# Style And Pose Wedding Photography Through Technique *Single Lighting* in Expression Photography (Case Study: Malausma)

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**Abstract.** This research is entitled *Style and Pose Wedding Photography* through Techniques *Single Lighting* in Photography Expressions that aim to visualize nonverbal forms of communication, present more aesthetic visuals and know *style* and pose. With the formulation of the problem, how to introduce and provide education about trends in *style* and poses in *wedding photography* in order to create photo works with expressive and aesthetic results. Your research uses qualitative methods in data analysis, observation, interviews, and questionnaires as data collection methods, SWOT analysis in the selection of the main media. The theoretical basis used is Roland Barthes' semiotic theory. The information media used in the form of print media in the form of *look books* and photo frames with other supporting media. With this media, trends *style* and poses in photos in wedding photography will be recognized and recognized by many other photographers. This media will be useful as a photographic work that attracts photographers in the Malausma area to further update the trends *style* and poses used.

**Keywords:** *Wedding photography*; *style*; pose; photography.

## 1 Introduction

*Wedding photography* is a specialty in model photography or expression photography. This activity includes a photo shoot for a couple or one of the bride and groom during wedding activities (either a ceremony or blessing) as well as poses for a pair of brides. *Wedding Photography* is usually in demand by consumers by requesting poses or *styles* according to their wishes. Expression photography in *wedding photography* is an expression that prioritizes a person's personal identity which will be expressed in a photo shoot.

The *style* and pose of *wedding photography* with the technique was *Single Lighting* chosen because the art of expression photography in the Majalengka and Kuningan districts is generally considered to still apply the old school style. This has become the author's tendency to research about expression photography as a contribution of innovative thinking that should be done, especially in the world of *wedding photography*. The reason the author chose the research location in the Malausma sub-district is because the research access is easy to reach and the tendency of creativity in the *style* or pose of *wedding photography* using techniques *single lighting* still requires development.

Previous research in the form of a thesis with the title: "Improving the Quality of Photography *Wedding* and *Prewedding Processing* by Utilizing *Software Adobe Photoshop Digital* Using Techniques *Retouching*." By Hendrix Syamsul Huda. In 2017, Semarang State

University, which contains engineering or editing of *wedding* and *prewedding photos* using *software* Adobe Photoshop to obtain maximum and aesthetic results, is relevant to this research in improving the quality of expression photos for more aesthetic results by adapting trend *styles* and poses. developing at this time.

The technique used in this research is Publication Strategy analysis. Developing a strategy for a marketing strategy must be carefully thought out by business people, especially in the realm of *wedding photography*. A business must be able to identify the intended target market and the marketing media used to deliver a product to customers. The target in question is a number of *customers* who are getting married.

## 2. Research Methods

### a. Description of Research The results

Results that will be shown are **Style and Pose *Wedding Photography* through Techniques *Single Lighting* in Expression Photography** which aims to visualize nonverbal forms of communication, present more aesthetic visuals and know *style* and poses as well as photography techniques with single lighting concepts, where there is information about descriptive knowledge about *styles* trending and poses as well as shooting techniques with types *single lighting* in *wedding photography* in the Majalengka and Kuningan areas.

There are several sources of reference in making this thesis taken from books on photography, scientific works, journals, articles that are relevant to the problems stated above. Relevant internet sources are also used for additional reference. These journals were obtained from online sources in an open manner *access*, which were collected and then reviewed based on the order of year of publication, the data presented in descriptive form.

### b. Data Presentation

John Berger writes in *Ways of Seeing* "the way we see things is influenced by what we know or what we believe." For Berger, a photograph is an important form of impression defined as a "sign that has been reproduced or reproduced". Berger also added below; photo is an appearance, or a collection of performances that have been separated from the place and time where the photo was first created and maintained (1972: 9-10). this makes who pose "a direct testimony about the world surrounded by other peoples at different times".

Theories related and familiar with photography include Barthes' semiotics. Barthes (1977:17) suggests that by using the media of photography in semiotics and all artificial arts contained in two messages. First is the message denotation that is analog on. Analog on can be interpreted as a representation of the actual object in the image which does refer to object particular, the perception of the reality of an image. Second is the message connotation, that is how the audience to a certain extent communicates what is acceptable and in thinking about the message.

Furthermore, messages in a photographic work, the meaning of denotation and connotation are distinguished into having meanings that cannot be contested, but have meanings as messages that are sterilized by the culture of a certain audience. (1977:21). The point is, denotation as a message that represents the object of reality itself, while connotation has its own procedure for how the message is conveyed.

### c. Research Methods and Approaches

Based on the approach and type of data used, this research is included in qualitative research so that it will produce descriptive data in the form of words. "Qualitative research is intended to collect information about the status of an existing symptom, namely the state of the symptoms according to what they were at the time the research was conducted". Therefore, qualitative research can reveal phenomena in a subject that wants to be studied in depth (Arikunto, 1998).

The qualitative research method itself is a scientific research method based on efforts to build their views which are examined in detail, in words, as well as a holistic and complex picture. This definition looks at the perspective of research, which is looking at an effort to build the views of research subjects on these things. The opinion of Bogdan and Taylor as quoted by Lexy J. Moeleong in his book *Qualitative Research Methodology* defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Moeleong, 2005: 4).

### d. SWOT Analysis Method The

stages in this study include the orientation stage, the exploration stage, and the experimental stage. In this research, the method used to solve the problem is using the SWOT analysis technique.

1. Strength(Strength)  
As one media to capture the moment and as one way for more varied picture.
2. Weakness(Weakness)  
Lack of knowledge *wedding photography* about the poses and *styles* more varied and techniques *single lighting* that are not optimized in the process of making its object.
3. Excellence (*Opportunity*)  
The more varied poses and expressions and lighting techniques used, the greater the chance of good photos and the more interesting the photos produced, thus affecting trust in the *Wedding Organizer* .
4. Threats (*Threats*) The  
lack of variety of poses for *wedding photography*, causing less attractive results and lack of attractive photos, the less public trust in the *Wedding Organizer* .

Based on the SWOT analysis, the author uses the WO strategy as a reference to open insight into *wedding photography* related to *style* and fashion and add a reference to photography models as a reference for better works. So that photographers in the Malausma area can be more creative with varied and aesthetic works, namely: Opening insight into *wedding photography* related to style and fashion, and adding photographic model references as a reference for better works.

## 3 Results And Discussion

### a. The concept of Knowing the Trending Style and Pose.

Knowing the styles and poses that are trending in *wedding photography* is inseparable from the interest in the model photo and expression photography categories. Model photos are a type of photography that is in great demand by photography hobbyists today. The definition of a photo model is a person who becomes an object in a photo showing expressions, clothes,

gestures or body movements. The technique of shooting model photos is almost the same as the basic technique of photographing other objects, only has special differences.

The difference is in the object being photographed, namely 'humans' whether male or female, small adults or old. In *wedding photography*, a model is the two brides who are the objects, and most of the objects of the bride are the objects that are most photographed because they have more aesthetic value.

**b. Big Idea Message The**

concept idea of *wedding photography* begins with a list of *values* regarding aesthetic values with style and poses, including This

1. is one of the author's contributions to introduce the concept of *wedding photography* with a technique *single lighting* that is varied and not rigid.
2. Have aesthetic visuals and fall into the category of model photo and expression photography.

**c. Creative**

Concepts The creative concept in *wedding photography* that you want to do is with the right angle of shooting, good lighting and poses that are not rigid, so that it shows the expression of the bridal model. The visual message that is intended is an aesthetic message that is attractive, warm and has a modern concept.

**d. Visualization of Works**

In accordance with the results of research that has been carried out, namely by making print media works in the form of photos *wedding photography* with *styles* and poses using technique *single-lighting* a trending.



**Figure 1.** "Pose Wedding 1"

Title : Pose wedding

Work: M.Umam Al-farizi Year: 2021

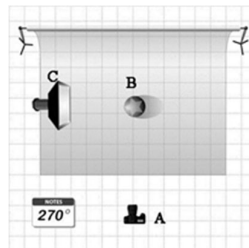
Print Media

Size: 30.5 cm x 38.1 cm Paper: DOP

Frame: Fiber Color: White

Description of the work

In this photo the object poses with both palms like bernamaste. The position is like someone who gives namaste by bowing slightly and touching the tip of the nose. Namaste itself has the meaning of bowing to you (the other person who will be given the handshake of the namaste). This photo has low light, and creates a *shadow* behind the object. Taking pictures from the side aims to show the bride's hand makeup while at the same time giving the message that the bride and groom say hello.



**Figure 2:** Shot Scheme

**A:**Camera

**B:**Object

**C:**Lighting **Specifications**

Media: print Tools: *ring light, tripod, camera.*

Shutter : 1/100 Aperture : f/2

ISO : 100 Camera : Canon EOS 550D

Focal length : 50 mm Year : 2020

The shooting technique uses a shutter speed of 1/100, f (diaphragm) 2 and ISO 100. Shooting with 170° light, makes shadow next to the camera. This photo editing uses the lightroom application to adjust the light and *color grading*.



**Figure 3.** “Pose Wedding 2”

Title : Pose wedding

Work: M.Umam Al-farizi Year: 2021

Print Media

Size: 40 cm x 60 cm Paper: DOP

Frame: Fiber Color: White

Description of Work

The bridal pose stands with hands as if turn the waist and tilt to the side and a flat facial expression. The purpose of this pose is to give the impression of a firm bride.

**A:**Camera **B:**Object

**C:**Lighting **Specifications**

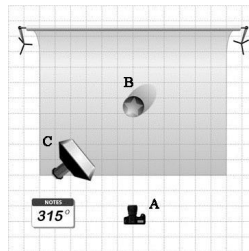
Media: print Tools: flash softbox, camera.

Shutter : 1/200 Aperture : f/4

ISO : 100 Camera : Canon EOS 60D

Focal length : 35 mm Year : 2020

The shooting technique is a medium shot using a shutter speed of 1/200, f (diaphragm) 4 and ISO 100.



**Figure 4.** Shooting Scheme

The photo shoot is done indoors, the direction of light is 315° to the object making a shadow behind the object but it is a bit sideways. Added edits using the Photoshop application by adjusting the light level.



**Figure 5.** “Pose Wedding 3”

Title : Pose wedding

Work: M.Umam Al-farizi Year: 2021

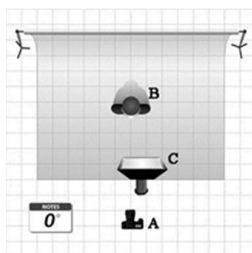
Print Media

Size: 30 cm x 40 cm

Paper: DOP Frame: Fiber Color: White

Description of Work

The bridal pose stands in front of the aisle with smiling expression with elegant makeup using 1 lighting with reflected flash up/bounce, making the light spread and making the light soft.



**Figure 6.** Shot Schematic

**A:**Camera

**B:**Object

**C:**Lighting

Specifications

Media: print Device : camera, external flash

Shutter : 1/250 Aperture : f/3.2

ISO : 200 Camera : Canon EOS 600D

Focal length : 50 mm Year : 2020

Medium shoot shooting technique, using a shutter speed of 1/250, f (diaphragm) 3.2 and ISO 200. The direction of the light is 0°. For editing use the lightroom application and adjust the light and adjust the color grading darker.



**Figure 7.** "Pose Wedding 4"

Title : Pose wedding

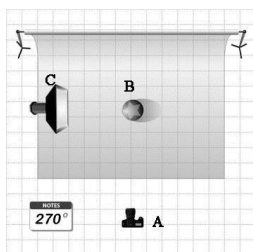
Work: M.Umam Al-farizi Year: 2021

Print Media

Size: 8 in x 10 in Paper: Glosi

Description of Work

This photo shoot was done indoors, the pose of the bride and groom standing in front of the ring light and create a shadow behind the object, plus the reflection of the image from the mirror makes the image more interesting, with a happy facial expression and both hands holding a sign



**Figure 8:** Shot Scheme

**A:**Camera

**B:**Object

**C:**Lighting

**Specifications**

Media : print Tool : camera, ringlight

Shutter : 1/160 Aperture : f/6.3

ISO : 100 Camera : NIKON D7200

Focal length : 26 mm Year : 2020

Medium shoot shooting technique, using shutter speed 1 /160, f (diaphragm) 6.3 and ISO 100. With the light direction of 270° and create a shadow behind the object. For editing use the lightroom application and adjust the light and adjust the color grading darker.





**Figure 9.** "Pose Wedding 5"

Title : Pose wedding

Work: M.Umam Al-farizi Year: 2021

Print Media

Size: 8 in x 10 in Paper: Glosi Frame: Fiber

Color: White

Description of Work

This photo shoot was taken in front of the aisle, and the aisle happened to be dark and I used dim light or low light, medium shoot shooting techniques, and a flat expression with my eyes closed, and pulled the dress as an additional effect to make it look attractive, the rest was edited to make the dress more aesthetic.

**A:**Camera **B:**Object

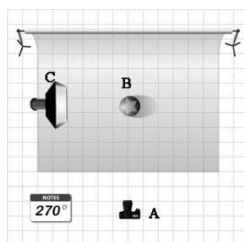
**C:**Lighting **Specifications**

Media : print Tool : camera, ring light

Shutter : 1/250 Aperture : f/2.0

ISO : 100 Camera : Canon EOS 60D

Focal length : 50 mm Year : 2020



**Figure 10.** Shot Scheme

Medium shoot shooting technique, using a shutter speed of 1/250, f (diaphragm) 2.0 and ISO 100. With a light direction of 270° and create a shadow next to the object. For editing use the lightroom application and adjust the light and adjust the color grading darker and photoshop to edit the dress to make it more aesthetic.



**Figure 11.** “Pose Wedding 6”

Title : Pose wedding

Work: M.Umam Al-farizi Year: 2021

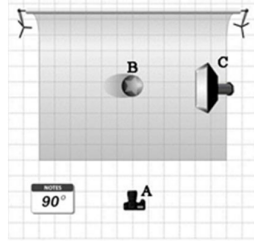
Print Media

Size: 8 in x 10 in

Paper: Glosi Frame: Fiber Color: White

Description of Work

This photo shoot was done indoors, and using ringlight, with medium shoots and smiling expressions with closed eyes with hands like a prayer with the intention that the event will run smoothly and safely, with light pointing at the face making the picture interesting.



**Figure 12.** Shot Schematic

**A:**Camera **B:**Object

**C:**Lighting **Specifications**

Media: print Tool : camera, ring light

Shutter : 1/100 Aperture : f/2

ISO : 100 Camera : Canon EOS 550D

Focal length : 50 mm Year : 2020

Medium shoot shooting technique, using a shutter speed of 1/100, f (diaphragm) 2 and ISO 100. With a light direction of 90° and create a shadow behind the object. For editing use the lightroom application and adjust the light and adjust the color grading darker and photoshop to edit the dress to make it more aesthetic.



Figure 13. "Pose Wedding 7"

Title : Pose wedding

Work: M.Umam Al-farizi

Year: 2021

Print Media

Size: 40 cm x 60 cm Paper: Dof

Frame: Fiber Color: White

Description of Work

This photo shoot was done indoors, with the property behind him, with an upright standing position with the right hand holding the front side of the waist and the left hand holding the back waist, with a flat expression making the photo more attractive.

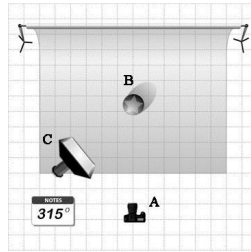


Figure 14. Shot Schematic

**A:**Camera **B:**Object

**C:**Lighting **Specifications**

Media: print Tool : camera, ring light

Shutter : 1/200 Aperture : f/4

ISO : 100 Camera : Canon EOS 60D

Focal length : 50 mm Year : 2020

Medium shoot shooting technique, using a shutter speed of 1/200, f (diaphragm) 4 and ISO 100. With a light direction of 315° and creating a shadow next to the object. For editing use the lightroom application and adjust the light and adjust the color grading darker.

## 4 Conclusion

1. *Wedding photography* in the Malausma area has a lot of potential to develop better. By introducing references *wedding photography* that are trending in other cities such as Kuningan and Majalengka, you can expand the imagination and work of photographers to be more varied so that they are not only limited to capturing wedding moments but can create more aesthetic works. Results *Wedding photography* in Malausma which in fact looks stiff, makes enthusiasts *wedding photography* prefer photographers from outside the region because the photos are considered more varied and interesting.
2. The steps taken by photographers in the Malausma sub-district in order to find out which styles and poses are *trending* are holding workshops and sharing with photographers from the Kuningan and Majalengka areas to open up insights related to fashion and *style* as well as poses that are more varied and aesthetic.
3. How to educate about *style* and poses in order to produce an expression of the bridal model in the community in Malausma sub-district is to open knowledge about creative ideas about the responsibility of a photographer who must be communicative, understand make-up, update about fashion, modern photography culture and style. and poses that are trending.

## 5 Suggestion

1. Photographers in the Malausma area can create a community and increase educational activities for their members, for example seminars or sharing of works in the category of model photos or *wedding photography* in order to make photographers in the Malausma area more diverse and provide aesthetically pleasing works that attract more interest .
2. The photographer community in Malausma increases publication activities, such as model photography exhibitions which aim to promote to a large audience so that they can update about style, fashion, modern culture and more proper shooting techniques.
3. This research can continue with the aim of developing so that it can contribute to the photographer community in Kuningan and Majalengka so that creative ideas can be carried out and learn from each other and exchange information about the science of model photography and *wedding photography*.

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