

Photo Arts Concept as Alternative Photography Works

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Abstract

The development of photography so far has encouraged the birth of various forms of new concepts in the field of photography. The birth of digital photography technology has provided various conveniences and encouraged photographers to develop photography more widely. Currently, the concept of photo art has been widely used by photographers or photo artists through the development of new ideas and concepts in the form of photographic works. Fine art photography can be an assessment and representation for the photographer who created the photograph. Therefore, the time has come for photographers who may or may not have unique characteristics in creating photographic works, to make photographs into works of art with a combination of new concepts in photographic work.

Keywords: Concept, Photography, Art.

Introduction

The development of fine art photography in Indonesia has progressed and could be said to be very rapid. From an economic perspective, it is marked by the appreciation of the value of a photo at a photo exhibition where one work is valued at tens of millions of rupiah. Apart from an economic perspective, from a fine arts perspective, the development of photo art can be compared with other arts such as painting and sculpture which were born first. According to Drs. Purwanto, a fine arts lecturer at Diponegoro

University, Semarang, said "photography in its position is an art that is on a par with other fine arts in Indonesia. It's just that photography in all its forms of exploration should not go outside the boundaries of photography itself." Some people don't believe this and think that with a camera, is it possible to produce fine art photographs? Even though the art photography starts from a negative and produces a two-dimensional final result. Of course, the answer is possible, as long as we are able to process our creative ideas by paying attention to the surrounding environment.



Artwork by Heriwanto, "Becak Tua" 2007

Basically, it is easy to make any number of photos as long as you still have the photo negative, but in fine art photography, the process cannot be the same as other photo works and must go through stages and processes. The large variety of works of art over time has brought new changes and innovations to the world of fine art. There have been many ideas, imaginative ideas and creativity that have been produced by great artists, including through monumental new works of art that are known to this day. So that the results of these works of art can become inspiration and imagination for other artists in the world to produce other works of art. As is the case with fine art photography.

Apart from that, there is also some understanding among photographers and artists regarding

photo art which says that photo art is part of the youngest branch of fine art compared to other arts such as painting, sculpture and other arts. It is true, but even though it is still young, the existence of art photos has been able to contribute to other branches of photography, such as journalistic photos or commercial photos.

A good work of fine art photography should be born from a form of intense contemplation process from the artist which consists of a concept, vision and mission that will be conveyed and has the originality. The emergence of various ideas, notions or imaginations in making art photos is basically not came suddenly, meaning that fine art photography is not produced suddenly but must go through stages or process. Where these stages or processes can help the photographer in creating artistic photos.

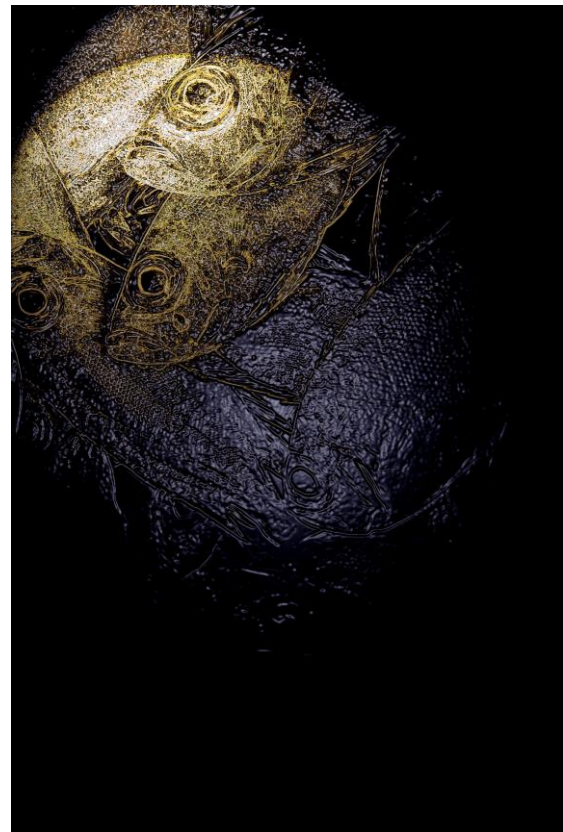


Artwork by Heriwanto, "Bermain" 2008

Among these processes are the processes of empirical observation, comparison, reflection and experience. So, these processes are expected to produce a photographic work that can attract attention. Quoting Andreas Feininger's opinion by B. Darmawan in Indonesian Photo Magazine edition 5, that a photo is considered good if it contains three factors: Interesting (eye-catching); Contains (it has content) and; Eternal (it last). Therefore, these three factors must be present in every fine art photography that the photographer or artist will make. In fact, the photo must be able to become the work of a master of photography and a role model for photographers and others.

A photographer named Kartono Ryadi once commented that a good

photo is a photo that has the power to surprise others. Similar to Ferry Ardianto's opinion, according to him, a good photo is an informative photo that includes context, content and composition (layout and lighting).



Artwork by Heriwanto, "Menunggu Teman" 2015

Apart from that, no less important in creating artistic photos is the supporting tool, namely the "camera". The camera is a tool in creating photo works. As stated by Andreas Feininger (1955) that "the camera is just a tool for producing works of art. The added value of the

work of art can depend on the person who operates the camera.

Fine Art Photography

Concept

In creating a work of artistic photography, the main concept that must be prepared is the personal idealism of the photographer or artist. This means that all concepts originate from the photographer or artist without being influenced by other people. Which is then adjusted to existing facilities, environmental influences, difficulties that may occur, and of course must be supported by adequate equipment as a technical factor in creation. Both aesthetic concepts are carefully planned, and take into account in advance the elements of creating a photo, from shooting techniques, lighting settings to the printing process.

Art photos exist because of the influence of photographers who view photography not only as a documentation tool, but photography can be developed into a valuable work of art. In its

development, many photographers have been able and successful in creating works of photographic art. In the author's observations, their thoughts in creating work usually originate from dreams, ideals and hopes through deep reflection, so that the idea of creating a new photographic work comes to mind. Sometimes the photo art displayed does not match the reality of real life.



Artwork by Heriwanto, "Menonton pertunjukan" 2008

According to Prof. R.M. Soelarko, an art photo is a photo that has artistic value and is limited in nature. This means that in art photos, the work produced is different from other photos such as photojournalism, in photojournalism a photographer is able to produce a large number of photos in an instant, but in art photos the photos produced are limited and the process of making

them is not easy. The concepts and ideas conveyed through photos must be "strong", where in art photos they must have value and contain artistic elements, including lines, planes, colors, textures, etc.

So, if we explain it more broadly, basically an art photo is a photo that has an aesthetic character value that arises from the experience and deep thoughts of the photographer which are realized in a limited two-dimensional work. This means that the photo has a certain character (new concept) which is born from the personal experience of the photographer, both physical and spiritual experiences which are expressed in the form of photographic works are made in the form of only one work, usually the work has a fairly long and permanent value and shelf life. appreciated its existence.

According to Soeprapto Soedjono in the book *Pot-Pori Photography*, "Photography presents itself as a domain of study that has the potential to be developed and researched as a creative aesthetic

object and the values of aspects of science, whether technological, social, political, economic, psychological, communication, as well as its philosophical values.

Apart from that, the results of art photos are different from other photos such as journalistic photos and commercial photos, because when making art photos they must have beauty or aesthetic value. Aesthetics here according to Alexander Gottlieb Baumgarten in the book title "*Aesthetica*" quoted by Soedarso Sp in the book "*Soedjai Kartasasmita di Belantara Fotografi Indonesia*" that Alexander Gottlieb Baumgarten distinguishes three perfections in the world, namely: (1) Truth (*das Wahre*), namely perfection that can be captured through ratio; (2) Goodness (*das Gute*), perfection which can be grasped through morals or conscience; and (3) Beauty (*das Schone*), namely perfection captured by the senses (*perfectio cognitionis sensitivae, qua talis*).



Artwork by Heriwanto, "Imagine" 2007

Apart from that, there are two approaches in aesthetics. First approach; want to directly examine beauty in beautiful objects or nature as well as art itself or want more. Second approach; highlighting the situation of contemplation of the beautiful feeling that is being experienced or the experience of beauty within the person. Aesthetic experience is closely related to feelings. An art photo is said to have aesthetics, the characteristics of which are that the photo is not only able to exploit beauty but is also able to contribute universal humanist values to mankind.

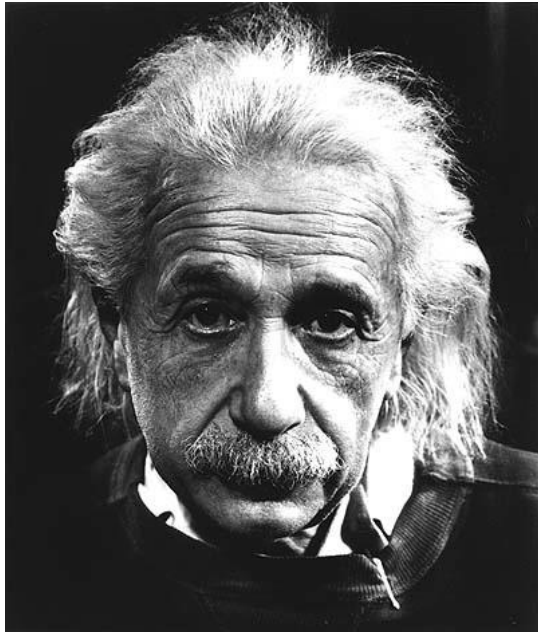
There is a statement from a photographer named Philippe Halsman (1972) who said "A true portrait should, today and a hundred years from today, be the Testimony

of how this person looked and what kind of human being he was". Which states that a complete photograph will appear to convey reality without the mediation of the creator's interpretation, meaning that there are dialogues that we can see and feel between the photographer and the photographed. Or more precisely, a photo is a world of interpretation of interpretations when placed into facts to convey opinions and ideas.

Some of Philippe Halsman's concepts appear to be successful in dialogue with the people he photographs, such as when photographing characters such as Albert Einstein or Salvador Dali. The following are several concepts and photo shoots created by Philippe Halsman.



Artwork by Philippe Halsman "Dali Atomicus" 1948



Artwork by Philippe Halsman "Albert Einstein" 1979

Conclusion

In creating artistic photos, you have to go through several stages or processes that are carried out continuously and well planned. So, there is a basic difference between art photos and other types of photos. As in photojournalism, journalist photos must not be manipulated. Journalistic photographs must convey the truth as it is, whereas in artistic photographs, the digital process is only a tool in the work.

Therefore, by having a clear concept about the boundaries of art photography, it is hoped that it will

be able to encourage photographers to pursue art photography. Nowadays, many people collect photos and consider art photos to be art objects, like other art. Hopefully with the new concept in photo art in the future we will be able to compete even more advanced with other arts.

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