

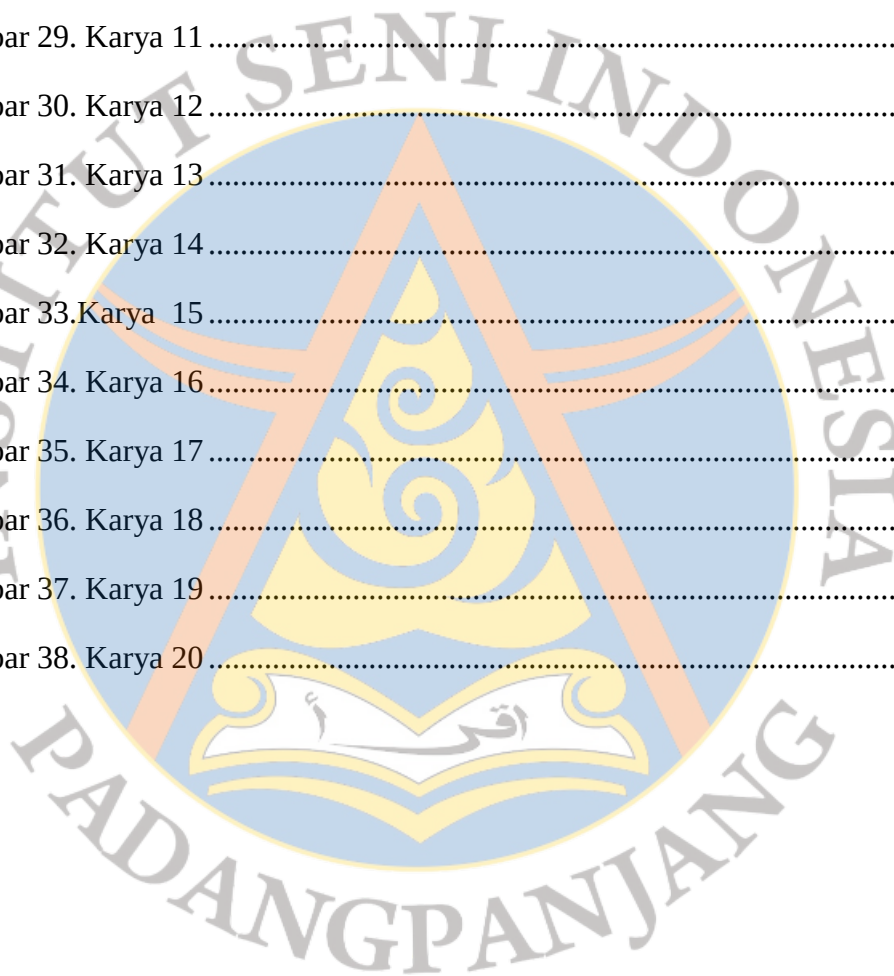
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## ABSTRAK

Skripsi karya ini berjudul “Dampak Sosial Covid-19 dalam Fotografi Ekspresi”. Yang memvisualkan dampak sosial yang terjadi ketika virus covid-19 muncul di Indonesia. Di adaptasi dari dampak sosial dari keluarga dan dilatar belakangi pengambilan di rumah yang menjadi tempat untuk berlindung dari virus selama pandemi. Merekonstruksi dampak dari sebuah pandemi karya ini bertujuan menciptakan karya fotografi ekspresi tentang dampak sosial dari Covid-19 yang di dalamnya mengandung pesan dan harapan. Metode pengumpulan data yang digunakan yaitu: observasi, studi pustaka, dan wawancara. Dari proses pengamatan yang telah dilakukan pengkarya selama virus Covid-19, Covid-19 hadir dengan ketakutan, kesedihan dan aturan baru. Yang pengkarya rasakan ketika pandemic terjadi. Pengekspresian sudut pandang pengkarya dengan menggunakan teori semiotika dan warna. Penggunaan medium warna merah mendominasi setiap masing-masing karya. Dari hasil eksplorasi terhadap dampak sosial Covid-19 ini pengkarya mendapatkan warna merah sebagai *tone* yang menjadi garis merah pada karya ini. Dan pada hasil akhir penggabungan beberapa foto atau simbol dengan teknik semiotika.

**Kata Kunci:** Sosial, Pandemi, Fotografi ekspresi, Covid-19, Semiotika.

## ABSTRACT

This thesis is entitled “social impact of covid-19 in fineart photography.” Which visualizes the social impact that occurs when the covid-19 virus appears in Indonesian. Adapted from the social impact of the family and the background of taking it at home which is a place to shelter from the virus during the pandemic. Reconstructing the impact of a pandemic, this work aims to create a photographic work of fineart about the social impact of covid-19 which contains messages and hopes. Data collection methods used are: observation, literature study, and interviews. From the observation process that has been carried out by the workers during the covid-19 virus, covid-19 comes with fear, sadness and new rules. What employees feel when a pandemic occurs. Expression of the author's point of view using the theory of semiotics and color. The use of red as a medium dominates each of the works. From the results of this exploration of the social impact of covid-19, the artist got the red color as the tone that became the red line in this work. And the final result is combining several photos or symbols with semiotic techniques.

**Keywords:** *Sosial, Pandemic, Covid-19, Fineart photography, Semiotics.*

