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ABSTRAK

Fotografi komersial adalah fotografi yang tujuannya untuk mempromosikan suatu barang atau jasa. Desmon Farm merupakan sebuah usaha rumahan yang menghasilkan produk-produk herbal dari daun tin dan lebah tanpa sengat atau lebah trigona. Produk Desmon Farm memiliki keunikan sendiri bagi pengkarya untuk dijadikan objek penciptaan. Produk Desmon Farm telah dipasarkan di beberapa kota di Sumatera Barat, diantaranya Bukittinggi, Payakumbuh, Lubuak Basuang, dan Padangpanjang. Produk Desmon farm dalam fotografi komersial yaitu karya foto yang menggambarkan produk Desmon Farm dengan jelas yang bertujuan sebagai bentuk promosi dengan media fotografi. Nilai jual produk Desmon Farm dikemas secara menarik agar konsumen tertarik untuk membeli. Produk-produk yang akan menjadi objek utama pengkarya diantaranya Madu Murni Gaga, Teh Dena Celup, Teh Dena Tubruk, Bee Pollen dan Propolis cair Gaga. Metode penciptaan karya ini meliputi observasi, studi pustaka, wawancara, elaborasi sintesis dan realisasi konsep. Proses pemotretan dilakukan di dalam ruangan dan memanfaatkan karakter cahaya hardlight dan softlight untuk membuat foto produk desmon farm menarik, sehingga mendapat perhatian bagi calon konsumen.

Kata kunci : Fotografi komersial, Desmon farm, herbal

ABSTRACT

Commercial photography is photography works used to promote and market products or services. Desmon Farm is home based business that produces herb products from fig leaves and stingless bee. Desmon Farm products have their own uniqueness to be used as the main object to photograph. Desmon Farm products have been marketed in several cities in West Sumatra, including Bukittinggi, Payakumbuh, Lubuak Basuang, and Padangpanjang. Desmon Farm products in Commercial Photography are photography works that clearly depict Desmon Farm products to use as a promotion using photography medium. The selling points of Desmon Farm products is packaged attractively so customer are interested to buy. Desmon farm products that use as the main objects which include Gaga Honey, Dena tea, Superfood Be pollen and Gaga propolis. Methods of creation of this work include observation, literature studies, interviews, elaboration, synthesis and realization of concepts.. The process of photographing the main objects located indoor and using artificial light. In order to make Desmon Farms product photos attractive, photographer used exploration of lights character like softlight and hardlight, so the photograph catch an interest from potential costumers.

Keywords: Commercial Photography, Desmon Farm, herb

