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ABSTRAK

Penciptaan tugas akhir ini berjudul *Jajanan Khas Padang Pariaman Dalam Food Photography* merupakan bentuk perwujudan dari apa yang dilihat, dibaca dan diamati serta pengalaman empiris penulis terhadap jajanan khas Padang Pariaman. Pada penciptaan karya tugas akhir ini memvisualkan jajanan khas Padang Pariaman ke dalam *Food Photography*. Selain itu juga menghadirkan bagaimana visualisasi terhadap jajanan khas Padang Pariaman dengan tampilan yang berbeda dengan menerapkan beragam konsep serta tampilan baru dan juga menggunakan metode penciptaan persiapan, observasi, studi literatur, wawancara. Jajanan yang penulis visualkan seperti: *manguak, sumbareh, pinyaram, bika* dan *galapuang*. Dalam penciptaan karya foto ini penulis menerapkan beberapa konsep dan pemetaan yang baru seperti menerapkan elemen-elemen yang menarik serta penempatan konsep dan tata cahaya yang dihadirkan. Pada penciptaan ini penulis menggunakan sumber cahaya buatan (*Artificial Lighting*) dan menggunakan teknik *lighting* seperti *key light* (sumber cahaya yang terkuat) dan *fill light* (cahaya tambahan). Pada proses penggarapan karya juga menerapkan komposisi *rule of third depth of field, diagonal, that center* serta dengan penataan arah cahaya seperti: *front light, oval light, side light* dan *back light*. Pada lain sisi visualisasi tentang jajanan khas Padang Pariaman yang telah hadir sejak zaman dahulunya terlebih lagi dengan ciri khas dari makanan yang penulis visualkan terbuat dari bahan utama yaitu kelapa, sehingga makanan tersebut dapat terjaga eksistensinya dan dapat mengikuti perkembangan zaman namun tetap dengan keorisinalan.

Kata Kunci: Padang Pariaman, *Food Photography*, Jajanan Khas

ABSTRACT

The creation of this final project entitled Padang Pariaman Typical Snacks in Food Photography is a form of embodiment of what is seen, read and observed as well as the author's imperial experience of Padang Pariaman typical snacks. In the creation of this final project, visualizing the typical snacks of Padang Pariaman into Food Photography. In addition, it also presents how to visualize Padang Pariaman typical snacks with a different appearance by applying various concepts and new views and also using methods of preparation, observation, literature study, interviews. The snacks that the author visualizes include: mangkuak, sumbareh, pinyaram, bika and galapuang. In the creation of this photograph, the author applies several new concepts and mappings, such as applying interesting elements as well as the placement of concepts and lighting presented. In this creation the author uses artificial light sources (Artificial Lighting) and uses lighting techniques such as key light (the strongest light source) and fill light (additional light). In the process of cultivating the work, the composition of the rule of third depth of field, diagonal, that center and the arrangement of light directions such as: front light, oval light, side light and back light is also applied. On the other hand, visualization of Padang Pariaman typical snacks that have been present since ancient times, especially with the characteristics of the food that the author visualizes is made of the main ingredient, namely coconut, so that the food can be maintained and can keep up with the times but still with originality.

Keywords: Padang Pariaman, Food Photography, Typical Snacks

