

DIRECTION WEDDING PHOTOGRAPHY IN CREATING VISUAL AESTHETIC CREATIONS

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ABSTRACT

This research examines the crucial role of Direction Wedding Photography in Creating Visual Aesthetic Creations that meet contemporary expectations and trends in the wedding photography industry. The aim of this research is to analyze the key factors that influence the success of wedding photography, identify innovative techniques used by professional photographers, and understand the role of social media and digital platforms in shaping client preferences and expectations. Through a qualitative approach with descriptive analysis, this research explores the perspectives of professional photographers and clients to understand the complex dynamics in producing aesthetic and meaningful wedding photography work. The research results reveal that success in wedding photography depends on the integration of several key factors: technical expertise, artistic sensibility, effective communication and adaptability to contemporary trends. Photographers are required to master innovative techniques such as strobist lighting systems and optical manipulation using prism rod glass, which allows them to produce visual images that are not only documentary but also artistic. The analysis shows that visual aesthetics in wedding photography is a subjective concept, involving the photographer's personal interpretation and the client's individual preferences. Furthermore, this research reveals the significant impact of social media and digital platforms in shaping client preferences and expectations. So Direction Wedding Photography in the contemporary era is a complex synthesis of technical expertise, artistic creativity, emotional intelligence, and a deep understanding of socio-technological dynamics.

Keywords: Keywords: Wedding photography, visual aesthetics, photographer-client communication, documentation, innovative techniques.

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INTRODUCTION

As a ritual that has emotional and symbolic meaning, marriage is an important milestone as well as a special moment in an individual's life. Every couple getting married certainly wants this moment to be immortalized perfectly, so that they can remember it for the rest of their lives. In this case, wedding photography has an important role in documenting special moments in someone's life. Technological developments and the increasing popularity of social media have influenced the way couples capture their wedding moments. Wedding photography is no longer just about capturing moments, but also creating interesting and meaningful visual aesthetics.

In the context of wedding photography, aesthetics as a visual value of beauty has extraordinary and very broad dimensions of understanding depending on the lens through which we view the meaning of aesthetics itself. The interpretation of aesthetics becomes multi-interpretive, because aesthetics is always related to objects and subjects in the universe and their contents which cannot be separated from the cycle of human civilization from ancient times to the present era. Wirakesuma, IN, & Mustika, IK (2023).

Basically, a visual composition is composed of various visual elements such as shape, color, texture in an order that can represent certain design principles. The space processed in a visual composition can be in the form of bidimensional space or dimensional space which is generally understood as space with the dimensions of length and width, or in the form of tridimensional space with the dimensions of length, width and height or depth. (Sidhartani, 2010).

From this definition it can be understood that Wedding Photography as a creative process in visual aesthetic dynamics can basically be studied through the two-dimensional form of these elements which can be seen as interesting visual aesthetic dynamics, both in terms of composition and shape. The standardization of Visual Aesthetics in wedding photography, which continues to increase along with technological developments and the construction of social media, has influenced the perceptions and needs of bridal couples to increasingly want photos that not only document moments, but also display their unique beauty and character in an aesthetic way.

The construction of social media contributes to humanity as a whole. A person's motive to gain information experience and self-satisfaction is influenced by a published post. This context is related to the photos that users will post on social media. The more interesting the photo, the greater the interest of other social media users in having it. This means that the more interactive a media is, the more it can motivate and respond continuously from its users. Arbi, F., & Dewi, SI (2019).

By understanding the dynamics that occur in this context, creating visual aesthetics at wedding moments cannot be separated from the very important role of a photographer in processing ideas and concepts before taking a photo shoot. The photographer's knowledge and communication have a big influence on the final result of a photographic work. A photographer is expected to be able to transfer and represent his ideas and imaginative views when directing wedding photography to be applied clearly to the photo work he produces through photo visualization. This is where the photographer's communication skills play an important role in achieving a balance between documentation of reality and artistic visual creation.

Communication in the context of wedding photography includes various techniques used by photographers to build a good relationship with clients, understand their vision and desires, and direct subjects during the shooting session. A good relationship between the photographer and the client can improve the quality of the photos produced, because by communicating and trying to get to know and understand each other, everyone involved in the photo shoot will become comfortable, so that the photographer can take photos according to what the client wants. Wiksana, WA (2018).

One previous study in Indonesia has highlighted the importance of communication in various contexts, including in creative industries such as photography. According to research conducted by Wiksana, WA (2017). found that communication elements play an important role in building trust and comfort between photographers and clients. Good communication can help clients feel more relaxed and natural during a photo shoot, which in turn results in more authentic and aesthetically pleasing photos. Wiksana, WA (2017).

Considering that there is still limited research that specifically examines the direction of wedding photography in creating visual creations, this research aims to carry out an in-depth analysis of the perspective of wedding photographers and their ways of creating aesthetic visual

creations that meet the expectations of the bridal couple through understanding visual elements and effective communication. Thus, it is hoped that this research can make a significant contribution to wedding photography businesses in creating visual aesthetics or provide consumers with an understanding of creating visual aesthetics in the context of wedding photography.

To conduct research on Direction Wedding Photography in Creating Visual Aesthetic Creations. Researchers have found several previous studies to serve as references. The first research that examines the wedding and pre-wedding documentation photo industry is from Ariesta Amanda (2019) which highlights the trend of "Pre-wedding Consumerism in the Business Communication Strategy of the Pre-wedding Photo Industry, " noted the expansion of the wedding photo business thanks to digital technology. The trend in using pre-wedding photos is influenced by the desire for the best image and the public's interest in immortalizing important moments such as weddings. Next, Jimi N. Mahameruaji (2021) reviewed "The Phenomenon of Identity Construction in Pre-wedding Photos," he observed various reasons for couples and photographers in displaying identity in pre-wedding photos. Differences in past, present and future motives influence this process. The meaning of identity for informants influences pre-wedding photos.

Then in research conducted by Muhammad, JS (2023), with the research title "VERBAL AND NONVERBAL COMMUNICATION OF WEDDING PHOTOGRAPHER IN THE PHOTOGRAPHING PROCESS (Study of Symbolic Interaction between Photographers and Pre-Wedding Models)." It was found that wedding photography is a field of photography that has an important role in documenting special moments in someone's life. A photographer needs to use good communication in the shooting process. Communication plays a role in creating and building a good relationship between the photographer and the client so that there is a feeling of comfort and a pleasant shooting atmosphere.

Apart from that, in the research conducted by Sidhartani, 2010 with the research title Visual Elements and Design Principles as a Visual Language to Convey Feelings, Case Study: Application of Visual Elements and Design Principles in Nirmana Dwimatra's Work. *Deixis*, 2(02), 82-95. It was found that a visual composition is composed of various visual elements such as shape, color, texture in an order that can represent certain design principles. The basis of the meaning of a message, especially in this case a message in visual form, is how visual stimuli are received by the human senses and perceived by the individual. The perceptions formed by each individual can be different from each other. This cannot be separated from the influence of the individual background of each party involved. This influence is formed, among other things, from knowledge or educational background, the influence of the social environment, and the experiences each individual has. Every aspect of the human self will influence the formation of perceptions and meaning processes in every form of interaction and communication carried out by a person.

Apart from that, a study by Wirakesuma, IN, & Mustika, IK (2023, December). With the research title "AESTHETIC FORM OF SEGARA ART. In Proceedings of Bali Dwipantara Waskita: National Seminar on the Republic of Archipelago Arts (Vol. 3, pp. 231-244)." It was found that aesthetics are the beauty values that exist in an object, both moving objects (living objects) and immovable objects (inanimate objects). Therefore, the definition of aesthetics as a visual value of beauty has extraordinary and very broad dimensions of understanding

depending on the lens through which we view the meaning of aesthetics itself. The interpretation of aesthetics becomes multi-interpretive, because aesthetics is always related to objects and subjects in the universe and their contents which cannot be separated from the cycle of human civilization from ancient times to the present era.

As well as in research conducted by Putra, DAAW, & Aurora, O. (2022) with the research title "Interpersonal Communication Between Photographers and Models in the Shooting Process. *Journal of Communication Studies*, 12(1), 79-90." It was found that symbolic interaction is a communication theory that can be applied in the interpersonal communication process. Symbolic interaction is the theory that underlies the communication process at the message stage that occurs in inter-guild communication.

Symbolic interactions exist because of the basic ideas in forming meaning that originate from the human mind (Mind) regarding the self (Self), and its relationships in the midst of social interaction, and the ultimate aim is to mediate and interpret meaning in the society (Society) where the individual lives. As noted by Douglas (1970) meaning comes from interaction, and there is no other way to form meaning, other than by building relationships with other individuals through interaction. A brief definition of the three basic ideas of symbolic interaction, including: (1) Mind is the ability to use symbols that have the same social meaning, where each individual must develop their thoughts through interaction with other individuals; (2) Self (Self) is the ability to reflect on each individual's self from an assessment of other people's points of view or opinions, and the theory of symbolic interactionism is a branch of sociological theory that argues about oneself (The-Self) and the outside world; (3) Society is a network of social relationships that are created, built and constructed by each individual in society, and each individual is involved in the behavior they choose actively and voluntarily, which ultimately leads humans to the process of taking a role in their society. "Mind, Self and Society" is George Harbert Mead's most famous work (Mead. 1934 in West-Turner. 2008: 96), where the book focuses on three themes of concepts and assumptions needed to structure a discussion of symbolic interaction theory. Overall, this research research investigates different but complementary aspects of wedding and pre-wedding documentation photography. Trends, identity and design all play an important role in creating meaningful and interesting photographs in a wedding context.

METHOD

This research uses a qualitative approach with descriptive analysis to understand the phenomena of the subject's experience, such as behavior, motivation, perception and action holistically. The qualitative approach is research that is explained in detail and this approach prioritizes quality not just quantity because it focuses on the research object by means of observation in the form of descriptive data interviews produced from sources (Winarni, 2018). The descriptive research in this research is intended to obtain clear and factual information about the importance of the quality of the relationship between photographers and consumers in the creation of aesthetic visual works in fulfilling consumer needs.

The theory used to complete this research is symbolic interaction theory. Symbolic interaction is a communication theory that can be applied in the interpersonal communication process. Symbolic interaction is the theory that underlies the communication process at the message stage that occurs in interpersonal communication (Budyatna and Leila 2011). The

essence of symbolic interaction emphasizes an activity that is characteristic of humans, namely communication or the exchange of symbols that are given meaning (Mulyana, 2006).

In this research, symbolic interaction theory functions as an explanatory concept of how photographers form and communicate symbols in the concept and theme of the photo shoot to the photo model, in this case the wedding photo shoot process. Researchers will also see how the model can capture and interpret the symbols given by the photographer so that symbolic interactions occur in a photo shoot which produces good photo products that are in accordance with the aim of the photo shoot. Meanwhile, in this research, the researcher chose a photographer from the Wedding Photography Vendor Knowhere Studio, namely Gildan Novianto S.Ikom and a photographer from the Makaya Story Wedding Photography Vendor, namely Muhammad Rizal S.Sos, who is felt to have a wealth of knowledge and experience in the world of the wedding photography industry as our sources. . Apart from that, we also interviewed consumers from each vendor who had used their services regarding their perspectives on visual aesthetics.

RESULTS AND DISCUSSION

In this research, the author explores the crucial role of Direction Wedding Photography in creating visual creations that meet contemporary expectations and trends. The discussion will focus on four main points that are interrelated and form a comprehensive basis for understanding the dynamics of wedding photography. The results of the analysis reveal several important aspects that influence the creative process and final results of wedding photography. Perspective Visual Aesthetics in Wedding Photography In the world of wedding photography, Visual Aesthetics plays an important role in capturing special moments and is also an important aspect that professional photographers pay attention to. The definition of visual aesthetics itself is actually subjective, but generally refers to how to create beautiful, interesting and heart-touching photographic works. As expressed by Rizal, a wedding photographer from Makaya Story, according to him: "If we talk about aesthetic photos in the context of wedding photography, it's actually subjective, but based on my point of view as a photographer, talking about visuals means we're talking about how to make wedding photos meaningful and have their own value. So that every time people see the photos, they can feel the happiness of that special day again." (Interview with Rizal on June 15 2024).

Gildan, another photographer from the vendor Knowhere Studio, also expressed his views regarding the definition of visual aesthetics in wedding photography, according to him: "Visual Aesthetics is more about how I use creativity and photography techniques to make each wedding photo not only documentation, but also a work of art that has high emotional and aesthetic value." (Interview with Gildan on June 16, 2024). From the statements of the two informants, it shows that Visual Aesthetics in the context of wedding photography is a subjective concept. In general, this refers to the photographer's ability to create visual works that are not only aesthetically beautiful, but also have deep meaning and emotional value. Apart from that, both informants emphasized that visual aesthetics is not just about producing beautiful photos, but rather about presenting the wedding story in a visual form that is meaningful and has artistic value. They agreed that aesthetic wedding photos must be able to evoke emotions and remind them of the happiness of that special moment.

The client's perception regarding the definition of an aesthetic photo is also an important aspect because aesthetics in wedding photography is seen as something that is very subjective and personal. Tasya, one of the informants and clients of the Makaya story, emphasized that aesthetics in photos are closely related to individual preferences. According to him: "Aesthetic photos for me are more about how I feel happy with the elements in the photo, like the color tone, angles, style, basically the vibe is suitable for me." (Interview with Tasya on June 17 2024).

Meanwhile, Gita, one of the informants and clients from Knowhere Studio, has a slightly different view but is still in line with Tasya's view. For him, aesthetics in photos are closely related to the first impression and the visual impact it creates. He stated: "Aesthetic wedding photos must first have a strong mood. This mood can be created through consistent color tones, appropriate lighting, and an interesting composition. But the point is, the photo must be able to make me feel wow when I first saw it. It's not just technical, but you have to be able to convey the story and emotions of the moment. So when I scroll through Instagram, the photos that make me stop and be amazed are the ones that I think are aesthetic." (Interview with Gita on 17 June 2024).

This statement shows that Tasya and Gita's aesthetics are a combination of various technical and emotional aspects that suit their tastes. In this way, through these two perspectives between the wedding photographer and the client, it is enough to illustrate that aesthetics in wedding photography are not only related to technical aspects such as color and composition, but also involve emotional elements such as vibe and personal impression. This shows the importance for wedding photographers to understand and accommodate clients' individual preferences in creating aesthetic visual creations.

Techniques and Creativity of Wedding Photographers in Creating Visual Aesthetic Creations

Photographic works have evolved in technique and aesthetics. Photographers use natural lighting and advanced technology, as well as print and digital media for presentations. The diversity of photography schools is also reflected in the photographer's ability and sensitivity in capturing visual moments (Freeman, 2007). In wedding photography, visual aesthetics is not just about capturing moments, but also about how a photographer expresses creativity and beauty through their camera. By paying attention to elements such as lighting, composition, color, and detail, photographers can create continuous works of art that not only record events, but also convey emotions, stories, and memories. To create aesthetic wedding photos, photographers must consider various important elements. As stated by Rizal, he emphasized that composition is an important factor in producing satisfying photos. According to him: "The important point that I pay attention to in order to produce aesthetic photos, the main thing is composition, I always think about how to place the subject and other elements in the frame so that the photo looks balanced and pleasing to the eye. For example, the rule of thirds or leading lines to direct the eye who saw," (Interview with Rizal on June 15, 2024).

Composition is a key element for creating aesthetic and attractive visuals. Both photographers emphasize the importance of placing the subject and elements in the frame to produce photos that are balanced and pleasing to look at. By carefully combining various photographic elements, wedding photographers can produce work that is not only documentary, but also artistic and emotional. This approach allows them to capture precious

wedding moments in a unique and memorable way, creating visual memories that the bridal couple will cherish for years to come.

The creative charge in the photographer's imagination is strong in influencing the results, because it gives new views to photography enthusiasts and even practitioners that it turns out that aesthetics in photography has a huge opportunity to be developed and applied in different ways. (Al Farizi, M. U, 2023).

In creating visual creations that have value in each wedding photography session, photographers have their own approaches and techniques. Rizal adopted an approach that focuses on using the Strobist technique in an effort to create high-value visual works in every wedding photo session, utilizing a wireless external flash in wedding photography not only provides greater flexibility in lighting setup, but also allows the photographer to adapt quickly to changing lighting conditions during the event. Irawan, HP (2016). This approach involves utilizing artificial light produced by an external flash that can be controlled wirelessly.



Figure 1. Lighting Strobist
(Image Source: Bandungfoto.com)

Apart from that, in its implementation, Rizal uses various lighting accessories such as softboxes, umbrellas, or grids to modify the characteristics of the light and considers technical aspects such as flash synchronization, power settings, and light placement to achieve the desired results, according to him: "By utilizing a strobist lighting system. "This technique involves the use of an external flash that can be controlled wirelessly, this allows me to precisely manipulate the direction, intensity and characteristics of light." (**Interview with Rizal on June 15 2024**). Through the application of this technique, Rizal was able to overcome the limitations of natural lighting and produce consistent and aesthetic images in various shooting conditions. This technique allows photographers to create dynamic lighting dimensions, produce dramatic contrast, and highlight important details in each frame. This approach not only improves the technical quality of the final result, but also allows Rizal to express his creative vision more effectively in the context of wedding photography.



Figure 2. Photo results using Strobist
(Image Source: Instagram Makaya Story)

On the other hand, in an effort to create high-value visual images in every wedding photography session, Gildan developed an innovative approach by using prism glass as a photography tool. this technique involves the manipulation of light through a prismatic medium, producing effects of refraction and dispersion that enrich the photographic composition. The implementation of this technique allows Gildan to produce images that are not only visually aesthetic, but also contain layers of deep symbolic interpretation. As stated by Gildan:“Prismatic stem glass, as an integral element in the creative process, functions as a catalyst to transform conventional scenes into more complex and multidimensional visual representations. By manipulating the angle and orientation of the prism relative to the subject and light source, it is able to create controlled optical distortion, resulting in dynamic color refraction and eye-catching geometric patterns. This effect not only enhances the aesthetic appeal of the final result, but also serves as a visual metaphor for the complexity and depth of the marital relationship.” **(Interview with Gildan on June 16, 2024)**. Gildan's approach to integrating prism stem glass into his engineering repertoire reflects an intelligent synthesis of technical precision and artistic sensibility. Through careful experimentation and a deep understanding of optical principles, Gildan was able to develop a methodology that allows him to consistently produce imagery that challenges conventional perceptions of wedding photography.



Figure 3. Prism Glass Rod
(Image Source:Alibaba.com) Photos using Prism Glass Rods
(Image Source: Instagram Knowhere Studio)

The significance of this approach lies in its ability to transcend the limitations of simple documentation, elevating wedding photography to a higher realm of artistic expression. By utilizing prism stem glass, Gildan succeeded in creating a rich visual narrative, where each

image becomes an artifact that encapsulates not only the physical event of the wedding, but also the emotional and spiritual essence of the moment. This technique allows Gildan to produce portfolios that not only delight clients with an accurate representation of their wedding day, but also offer a profound and timeless artistic interpretation of the experience.

Thus, these two photographers have slightly different approaches in creating unique visual aesthetics, both approaches reflect a synthesis between technical precision and artistic sensibility, elevating wedding photography from simple documentation to a higher artistic expression. but still emphasizes the importance of capturing moments, paying attention to lighting, composition, and understanding the couple's personality to produce aesthetic and meaningful wedding photos.

Based on the statements and perspectives conveyed by photographers and clients, conclusions can be drawn regarding the characteristics of aesthetic and less aesthetic wedding photos. Wedding photos that are considered aesthetic generally have several characteristics: a balanced and attractive composition, the use of appropriate lighting (both natural and artificial such as the strobist technique used by Rizal, consistent color tones, and the ability to capture moments and emotions well. Creative elements, such as Gildan's use of a prism, also increases the aesthetic value of the photo. Apart from that, photos that match the couple's preferences, have an "Instagrammable" visual quality, and apply popular concepts such as rustic, boho, or minimalism also tend to be considered aesthetic. Unesthetic photos are often characterized by an unbalanced composition, poor or inconsistent lighting, disharmonious colors, or a failure to capture important moments. Photos that are too conventional, lack creativity, do not match the couple's wishes, or have poor visual quality less attractive for social media also tends to be considered less aesthetic. However, keep in mind that aesthetic perception is subjective and may vary depending on individual preferences, cultural background, and prevailing trends. Therefore, effective communication between the photographer and the client, as emphasized by Rizal and Gildan, is the key to ensuring the final result meets the expectations and desired aesthetic standards.

Photographer Interaction with Clients

In the world of wedding photography, communication plays an important role in creating aesthetic visual results. Collaboration between photographer and client is the main key in producing photographic work that not only meets expectations, but also reflects the preferences and personal style of the bridal couple. This process involves an exchange of ideas, a deep understanding of the client's vision, as well as the photographer's ability to translate abstract concepts into real, meaningful images.

As expressed by Rizal, a wedding photographer from Makaya story, who stated that communication is a bridge to understanding the client's desires, according to him: "Communication is like a bridge to get what I need from clients. I need to chat to understand what they want, such as the style of the photo, the atmosphere that I want to create. If I can talk comfortably and clearly with them, they will be more open to sharing, and that can really help me to get their vision. Basically, good communication makes everything smoother and makes the atmosphere in the photo session more conducive plus it can really influence the final results of the photos."(Interview with Rizal on June 15 2024).

This collaborative process reflects the concept of role-taking in symbolic interaction, where the photographer seeks to understand and adopt his client's perspective. Symbolic

interaction theory emphasizes the importance of meaning and interpretation in social interactions, which is very relevant to the communication process between wedding photographers and their clients. In this context, language and visual symbols become the main medium for exchanging meaning. The photographer and the bridal couple engage in symbolic negotiations, in which they share and interpret ideas, preferences, and hopes for the final outcome of the wedding photos. By understanding a couple's vision and personal style, photographers can more effectively translate abstract concepts into meaningful visual representations. This shows how meaning is formed and negotiated through interaction, in accordance with the basic principles of symbolic interaction theory.

Gildan, another photographer, also emphasized the importance of effective communication to create satisfying visual works. he stated "By communicating effectively, I can better understand the needs and desires of clients or other stakeholders. This allows me to create images that match their vision, be it in terms of composition, lighting, or even the photography style used." (Interview with Gildan on June 16, 2024). This statement shows that the final result of a wedding photo can be seen as a product of a shared definition of the situation between the photographer and the client. Through effective communication and symbolic exchange, both parties reach a mutual understanding of what is desired and how to achieve it. This process confirms the idea of symbolic interaction that social reality – in this case, the visual representation of the wedding moment – is constructed through interaction and interpretation of shared meaning. Symbolic interaction theory emphasizes the importance of meaning and interpretation in social interactions. In the context of wedding photography, photographers recognize that the social relationships that form around a wedding have a significant influence on the atmosphere and final outcome of the photo. This reflects how the symbols and meanings contained in interactions between the family and friends of the bride and groom can influence the atmosphere of the event.

These two statements show that communication allows the photographer to understand what the client wants, such as the photo style and atmosphere they want to produce. With good communication, photographers can capture the client's vision more clearly, making it easier to create visuals that match their wishes. Apart from that, communication is also important in providing direction to the photo subject during the shooting session. With clear instructions and direction, the photo subject can understand the photographer's expectations, thereby allowing natural and aesthetic poses and expressions to be created.

Good communication is not only limited to technical aspects, but also involves a deep understanding of the subject, the photographer's goals, and the audience who will see the work. Good communication allows photographers to explain their creative ideas clearly to subjects, so that subjects can actively contribute to the image creation process. By involving subjects in the creative process, photographers can create more dynamic and interesting visual results. Client perception regarding communication is also an important aspect. Gita emphasized the significance of communication in producing photos that meet expectations. He explained that a mismatch between the client and photographer could result in photos that were not in accordance with the client's wishes. Gita also emphasized the importance of photographers who are responsive to clients' wishes, according to her: "Communication is important and it really has an impact on getting photos that are really good. If I don't connect with the photographer, the photos might not be the same as I want, right? That's why, I think it's very important to

have a photographer who can be attentive and responsive to his clients' wishes. So yes, there has to be chemistry between me and the photographer, so that the results can match expectations. "(Interview with Gita on June 17 2024).

This statement shows that effective communication between clients and photographers is a crucial aspect in producing photos that meet expectations. Client perceptions regarding effective communication are not only limited to technical aspects, but also involve interpersonal dimensions that can influence client satisfaction with the photography services received. The photographer's flexibility, openness and responsiveness are considered important elements in building a harmonious working relationship. Furthermore, the existence of "chemistry" or compatibility between the client and photographer is seen as a factor that can influence the quality of the final result.

Symbolic interaction theory emphasizes the importance of meaning and interpretation in social interactions. In the context of wedding photography, wedding photographers realize that the visual aesthetics they produce are not just images, but are symbols that are full of meaning for the bridal couple and their social environment. The photographer's understanding of the values and social norms relevant to the bridal couple's culture reflects the principles of symbolic interaction where meaning is formed and interpreted through social interaction.

Photographers who are able to present a distinctive cultural perspective in their work have the potential to attract clients who are interested in different and meaningful visual experiences, their cultural heritage in photo sessions and weddings means that photographers have a reference knowledge of how a wedding from a particular culture takes place, resulting in cultural capital. enabling photographers to leverage deep cultural understanding to create work that is meaningful, engaging and relevant to clients. (Saputra, GW 2023)

The photographer's awareness of the influence of social relationships in marriage on the atmosphere and results of the photo is also in line with the concept of "generalized other" in symbolic interaction theory. The presence of family and friends as part of the wider society shapes expectations and norms that influence how the bridal couple and photographer interact and produce symbolic meaning through wedding photographs. As stated by Rizal: "So for this, I usually chat with the bridal couple first, ask about their culture, important values, and what they expect from wedding photos. Then, I also study the traditions and social norms of their culture, so I can make sure that the poses and moments I capture are appropriate to them. Apart from that, interaction with the bride and groom's family and friends is really key to capturing authentic moments. As a wedding photographer, I often feel that the atmosphere and photos are cooler if the relationship between everyone is harmonious." (**Interview with Rizal on June 15 2024**).

In line with Rizal as a photographer, Gita as a client also feels the importance of the presence of family and friends, especially bridesmaids, in creating a pleasant atmosphere during the photo shoot. Gita explains: "Family and friends, especially close friends like bridesmaids, can be positive energy that makes the atmosphere more relaxed and enjoyable during the photo shoot." (Interview with Gita on June 17 2024). This statement emphasizes how support from those closest to you can create a more relaxed atmosphere, allowing the bride and groom to show more natural and authentic expressions. The creative process of a wedding photographer, from a symbolic interaction perspective, can be seen as a negotiation of meaning between the photographer, the bridal couple, and their social environment. Photographers not

only take pictures, but also act as cultural interpreters who translate social values into visual form. This confirms the symbolic interaction view that social reality, including visual aesthetics in marriage, is formed through a continuous process of interaction and interpretation.

From these two perspectives, it can be concluded that effective communication is an important foundation in creating aesthetic visual results in wedding photography. Communication allows the photographer to understand the client's wishes, provide clear direction to the subject of the photo, and explore creative ideas together with the subject. In this way, the creative process becomes more open and collaborative, which ultimately produces visual work that is satisfying and in accordance with the desired vision.

Wedding Photographer Adjustments to Trend Developments and Client Preferences regarding Visual Aesthetic Aspects

Social media and digital platforms have brought about major changes in the wedding photography industry, especially when it comes to shaping and influencing client expectations. Pinterest, Instagram, and other photo-sharing platforms have become major sources of inspiration for couples getting married, often shaping their preferences and expectations before they even meet the photographer. One of the most significant impacts is the increase in clients' expectations for the quality and creativity of their wedding photos. As Rizal stated: "It cannot be denied, social media and influencers have a big role in expressing this trend. We often get clients who show us direct reference photos or moodboards from Pinterest or screenshots from Instagram which contain wedding photos with a rustic, boho or minimalist feel. is a favorite of many people." **(Interview with Rizal on June 15 2024).**

Gildan also agrees that there is a change in clients' preferences for visual details, where social media has created pressure for couples to have Instagrammable or viral wedding photos. This is driving demand for increasingly unique and photogenic concepts, according to him: "Today, clients pay more attention to visual details than ever. Many of my clients really care about how they want their photos to look on social media. At least they want some photos that really stand out and can become a 'hero image' to share online." (Interview with Gildan on 16 June 2024).

This phenomenon can be understood as a process in which meaning and expectations are formed through social interactions mediated by digital technology. Symbolic interaction theory, developed by Douglas (1970), emphasizes that meaning is formed through social interaction and individual interpretation of the symbols around them. In this case, the social media platform acts as an arena for symbolic interaction where users (bride and groom) interact with visual symbols in the form of wedding photos. Through the process of viewing, liking, and sharing these photos, users are actively involved in forming meanings and expectations about what is considered an ideal or desirable wedding photo. This process creates a new social reality in which standards of aesthetics and wedding photo quality are defined and negotiated collectively through online interactions. As a result, clients' expectations of wedding photographers are no longer based solely on direct interactions or local reputation, but are also influenced by global standards formed in the digital world.

Facing these changes, wedding photography businesses need to adapt and maintain a balance between following trends and maintaining their unique identity as photographers to remain relevant to clients' tastes. As stated by Gildan, he sees this change as both a challenge and an opportunity, according to him: "The challenge is to stay up-to-date with the latest visual

trends. Clients sometimes come with colorful or minimalist chic moodboards, so I have to be able to adapt and keep up with changes in technology and editing software so I can make photos that match their expectations." (Interview with Gildan on June 16, 2024).

From a client's perspective, Tasya expressed her view that changes in trends and preferences in wedding photography are also perceived as something significant and must be realized. And emphasized the importance of Instagrammable final results, according to her: "Right now, it seems like it's really trendy to take photos in rustic style, outdoors, wearing a kimono plus a mannequin, that's one of the things I want, we can't deny that sharing on social media is also a consideration. So the photos have to have an aesthetic that's suitable for you." posted on Instagram or Pinterest." (**Interview with Tasya on June 17 2024**). Gita, as a client of Knowhere Studio and our informant, also has an interesting view about the minimalist trend that is currently developing. he said: "I really like the 'less is more' concept which is currently trending. Simple but powerful photos, which can capture the essence of the moment without too many direct posing frills," (**Interview with Gita on June 17 2024**).

These two perspectives show that the development of trends and preferences in wedding photography is not only a challenge for photographers, but also a reflection of changes in society's perspective and expectations of the wedding moment itself. Wedding photographers are required to not only be technically proficient, but also sensitive to the client's wishes and able to produce results that are in line with the latest trends but remain personal and meaningful. This statement also illustrates that developments in trends and client preferences regarding visual aesthetic aspects in the wedding industry have encouraged wedding photographers to continue to innovate and adapt. They are required to keep up with technological developments, understand the latest trends, and maintain their own unique photography style.

CONCLUSION

Based on the results of the discussion presented in this research, it can be concluded that Direction Wedding Photography plays a crucial role in creating visual aesthetic creations that meet contemporary expectations and trends in the wedding photography industry. Wedding photography has evolved into a complex and dynamic art form, combining elements of visual aesthetics, technical creativity, interpersonal interaction, and adaptation to contemporary trends. This research reveals that success in creating aesthetic and meaningful wedding photography depends on several key factors. Photographers are required to have strong technical abilities, high artistic sensibility, and effective communication skills. They must be able to translate the client's vision and expectations into visual works that are not only aesthetically beautiful, but also rich in emotional value. The use of innovative techniques such as strobists and prism bar glass shows how creativity can elevate wedding photography to a higher artistic expression. In addition, understanding the social context and the ability to adapt to technological developments and social media trends are important factors in producing work that is relevant and meets the expectations of modern clients. As such, contemporary wedding photography is a synthesis of technical expertise, artistic creativity and a deep understanding of evolving social and technological dynamics.

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