

# THE STUDY OF PORTRAIT PHOTOGRAPHY IN POLITICAL ADVERTISING CAMPAIGN

Andrianto Suryagani Efendy<sup>1</sup>, Siti Desintha<sup>2</sup>

<sup>1</sup>*The Faculty of Creative Industries, Telkom University, andriantosuryagani@gmail.com*

<sup>2</sup>*The Faculty of Creative Industries, Telkom University, tata@tcis.telkomuniversity.ac.id*

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**Abstract:** Photographic portrait has a perfect representative capability, so it is often used to produce imaging. The power of photography as an imaging is believed very strongly influencing the public, this is because the portrait photographic is capable of issuing the imaging sign languages explicitly, real and clear, so that the messages such imaging can easily influence and convince the public either consciously or unconsciously. Indonesia carries out the general election every five years, whether it is the Legislature and the Executive. One perceived visually most effective is through the medium of photography that is portraiture. Semiotics and qualitative methods are used as a scalpel analysis in this study. In order that, it can be realized that the influence of portrait photography is able to provide more value to the individual as well as affecting the public in giving the confidence value to the object in the photo.

**Keywords:** *Photography, Imaging, Politic campaign.*

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## 1. INTRODUCTION

Election is an event that is highly awaited by the people of Indonesia, because of the elections will determine who is worthy of becoming future leaders in some future period. In Indonesia it is held the general election every five years to elect the Legislatur and the Executive. On April 9, 2014 it had been conducted the Legislative Election simultaneously throughout Indonesia, it is much interest from the community to support various political parties at the beginning of the campaign period to be done in time "voting".

Politics cannot be separated from the great influence of a leader to the people or "subordinates", so that a leader is very importance for the progress of a region or a country. In the documentary of *How Art Made the World (2005)*, around 500 BC, King Darius the Great is believed to be the first empire in the world placed in Iran, he led more than 20 countries stretching thousands of miles from the Mediterranean west to eastern India. The success of the King Darius the Great led more than 20 countries provides the foundation for the emergence of methods of image created by a variety of art media as a way to conquer a wide audience to make it as a leader, even this method without realizing they do today.

The most effective way is through the visual appearance which can be very convincing. Profiles Photo display with expression, gesture and supporting material are made 'seduce' between candidates and prospective voters. According to the documentary film *How Art Made The World (2005)* Dr. Spin Nigel Spivey reveals "the image has a magical effect for anyone who saw" a phrase describing the image is a great method as a way to conquer a wide audience, and this method has been proven since ancient times until today, especially in the political world.

A photographer named Alfred Stieglitz (1864) assumes that "Photography is believed unconditionally as reflecting back the reality". In general photography of any field remains as an expression of reality, although sometimes the reality is in the "fake" be it photographic journalism, documentation, models, and others (Seno, 2005:1). The use of photographs as an expression of imaging has been used since it first appeared because photography has a perfect representative

ability. Likewise, portrait photography at political campaign ads is very important to image the candidates aspiring leaders.

## **2. THEORETICAL BACKGROUND**

### **2.1 Portrait Photography**

Personal character is positioned as a thing that is very important because it is a variable distinguishing aspect of portrait photography with other photographic categories. Personal character is one part of the subject identity of the portrait photo. Protrusion of the subject's personality can be interpreted that in the portrait photography there are the efforts of the parties involved to show one's personal character which is unique (Irwandi and Apriyanto, 2012: 6).

### **2.2 Semiotics Roland Barthes**

Semiotics is the method used to analyze the signs. The study of signs known as semiotics was first recognized by the linguist Ferdinand de Saussure in Switzerland and Charles Pierce in America. They named the theories produced are as "semiology" and "semiotics", a word means the sign. Semiotics studies about the language and how language becomes the dominant influence that shape human perception of the world and the human mind (Ida, 2014: 75). Roland Barthes (1984:109) describes the semiotic system into two levels namely the level of denotation and connotation.

## **3. THE RESEARCH METHOD**

The method used in this design is qualitative method with narrative descriptive analysis. According to Bogdan and Taylor (1975:5), qualitative is a method which in turn produces descriptive data in the form of words both written and oral. In addition, it is explained more by Kutha Ratna (2010:94) that qualitative research is not merely describing but more important is to find the meaning contained behind it as a hidden meaning or deliberately hidden.

The narrative analysis is essentially an attempt to notify the information. However, not all information can be called as narrative, signboard, train schedules in newspapers and job advertisements, although it contains the information, because the information already has a clear meaning and does not produce a double meaning (Eriyanto, 2013:1).

Data collection method used is the literature review and interview. Literature is a collection of data and information through books and some Internet resources aimed at obtaining references and also as theoretical basis for doing research. While the interview, as an outline, is to involve two components namely the researchers themselves and those who were interviewed as informants.

## **4. RESULT AND DISCUSSION**

In this study, researchers took three samples of political campaign ads by using purposive sampling technique. Where according Budiarti and Court (2005: 36-37), the notion of purposive sampling is the sampling based on the purpose and specific objectives. In purposive sampling techniques the researchers choose / take a representative sample based on the consideration of the knowledge understood by the researcher.



Figure 1

Sources: [www.traxonsky.com/baliho-unik-para-caleg](http://www.traxonsky.com/baliho-unik-para-caleg), [www.superhero39.blogspot.com](http://www.superhero39.blogspot.com)  
[www.gioboy90.blogspot.com](http://www.gioboy90.blogspot.com)

a. **Meaning Analysis**

(1)



Figure 2 Calon Legislatif Kab. Indragiri Hulu

Sources: [www.traxonsky.com/baliho-unik-para-caleg/](http://www.traxonsky.com/baliho-unik-para-caleg/)

It is shown that the photographic portrait in this political campaign ads is rotated 180 degrees from normal photos by inserting some cultural elements on the clothing, and he poses like a nobleman.

Denotation: As it is seen in the portrait photography proficiency level, there are elements of Malay culture which is visible on the clothing worn, the Muslim clothes, songket worn at the waist, and a hat. And then, the body pose and facial expression give the impression of a friendly and thoughtful.

Connotation: In the portrait photography shows the local cultural elements (Malay) through Muslim clothes, hat, and *songket* at the waist to give the impression that care about the local culture. Pose and rotation of image (180 degree) can give his impressions of future leader who are willing to sacrifice, and friendly or close to the people. So, overall, portrait photography on political advertising really shows the impression of a leader who is close to and care about people.

(2)



Figure 3 Calon Legislatif Kota Semarang  
Sources: [www.superhero39.blogspot.com](http://www.superhero39.blogspot.com)

The photographic portrait on political campaign ads is seen using a formal dress and the body pose is often used in formal identity photographs (ID card, Passport, etc.).

Denotation: On the photography it is looked very formal because of the use of a blend fashion of formal suit jacket along with a shirt and tie attached very neat. And pose used is formal pose as like on the identity (ID card, Passport, etc.) with a straight face pose strapping and looked very serious.

Connotation: The portrait photography shows very formal impression by mixing coat jacket, shirt, tie attached along with neatly. Likewise with body pose and face straight ahead as seen in the portrait photograph it can provide formal impressions, and also give the impression of firm, and a little stiff. By doing so, the photographer or the creator of the ad really wants to show the impression of formal, organized, decisive, and trustworthy. Yet, in that photography it unfortunately is looked a little stiff and nervous.

3)



Figure 4 Calon Legislatif Kota Ciamis  
Sources: [www.gioboy90.blogspot.com](http://www.gioboy90.blogspot.com)

Photographic portrait on the political campaign ad is looked a very firm and have a strong belief in something at that "election".

Denotation: One piece of clothing in the portrait photography called the hat can represent and give the impression of religious (religious element), where the hats often used by people who are Muslims to pray or other religious activities. In the pose, He is looked firm with his sharp eye view facing straight toward the camera, then with a smile on his lips to add a serious impression.

**Connotation:** The impression seen in portrait photography is looked religious by wearing hat and looked holy by using white shirt, but the pose used also shows the impression of not "casual". At the pose of body it slightly askew to the left which can give the impression of a wise, but because it is looked a little stiff on his left shoulder which can also give the stiff impression, then, the pose of face shown can give the impression of cynical. So, the connotation given is a leader who is confident, assertive, religious (Islamic religion), and also unfortunately shown arrogant.

## 5. CONCLUSION

Photography is not just taking pictures, yet it can affect the audience on what is seen in the photo. At this election event the candidates conduct the political imaging, one of them is through photographs themselves were scattered everywhere. Expressions, attributes used and the method of taking photographs can provide its own influence. What is seen in the visual picture as if it is a representation of themselves. Religious, assertive, authoritative, friendly and so on are reflected in the photo. So it can indirectly instill public confidence in them as future leaders. Portrait photography is the most powerful way to implement these objectives. Because of portrait photography has the ability to make a good representative, so it becomes a media mainstay of political campaigns.

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