

Visual Communication Design

Original Research Articles

The Process of Sharing Photography Knowledge in the PKK Program Government Assistance Class with Edupro

Shifa Salsabilla

Indonesia Institute of the Arts
Yogyakarta, Special Region
Yogyakarta, Indonesia, 5518

Abstract: This research aims to examine the photography class learning process implemented by GSNP EDUPRO (Galeri Nila Photoworks Education Program) through a government assistance program. The study was conducted using a field research approach with qualitative research methods. Data collection was performed through direct observation and documentation of learning activities. The research findings indicate that the process of sharing photography knowledge at GSNP EDUPRO is implemented through a structured mentoring method by photography experts who possess competency certificates in their field. The curriculum encompasses both theoretical and practical aspects of photography, ranging from photography history, compositional fundamentals, exposure triangle, lighting techniques, photography occupational health and safety, digital image processing, to unique selling propositions. The learning process is conducted directly through field practice in various locations with diverse lighting conditions and subjects. Mentors provide intensive guidance throughout the learning process using personalized approaches tailored to the needs and comprehension levels of individual participants. Progress evaluations are conducted periodically to ensure the achievement of expected competency standards. The learning program concludes with a standardized photography competency examination through collaboration with the Photography Competency Certification Board of Indonesia (LESKOFI), providing added value in the form of official certification for participants who successfully complete the program. This research concludes that the photography education implemented by GSNP EDUPRO through the government assistance program has effectively transferred photography knowledge and skills, with success measured by participants' passing rates in the LESKOFI competency certification examination.

Correspondence Author:
shifasalsabilla5@gmail.com

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INTRODUCTION

The PKK (Employment Skills Program) represents an educational and training service initiative focused on developing industry-relevant work skills. This program equips participants with competencies in specific skill domains, validated through competency certificates that enhance their employability in business and industrial sectors. In the contemporary digital era, photography has evolved into a significant skill, functioning not merely as a medium for self-



-expression but also as a professional competency with economic value. Proficiency in photographic techniques has become increasingly beneficial across various industrial sectors, including journalism, advertising, documentation, and social media. Nevertheless, disparities in access to quality photography education persist as a challenge across numerous regions in Indonesia. In addressing these disparities, the government has implemented various assistance programs to support community skill development, including the field of photography. One institution receiving such support is GSNP EDUPRO (Galeri Nila Photoworks Education Program), a photography education institution that has demonstrated commitment to developing a structured and professional photography learning system.

GSNP EDUPRO serves as a solution for quality photography education needs by integrating theoretical and practical aspects. This institution employs mentoring methods conducted by certified professional photographers and maintains a comprehensive curriculum encompassing various critical aspects of photography. Despite the emergence of various photography education institutions in Indonesia, there remains a dearth of research specifically examining the effectiveness of photography learning processes, particularly within the context of government assistance programs. This knowledge gap establishes the foundation for the importance of conducting research on the photography learning process at GSNP EDUPRO, to understand how the implemented learning methods can effectively transfer photographic knowledge and skills to program participants. This research becomes significant in the context of developing vocational education models in photography and evaluating government assistance programs in enhancing community skills. The results of this research are expected to serve as references for the development of similar programs in the future and contribute to the literature on practical learning methodologies in the visual arts, particularly photography.

The study aims to influence the visual perception of photography enthusiasts. It also aims to analyze various examples of compositional application in photographic works and identify challenges faced by photographers in applying these principles in diverse situations. Through this research, readers are expected to comprehend the importance of composition in photography and how its application can enhance the quality of visual works. Furthermore, the research findings are anticipated to provide practical insights applicable in daily life, considering that photographic activities have become integral to many people's routines, especially with the advancement of camera technology in smartphone devices, enabling amateur photographers to produce quality photographs even without professional equipment.

METHODS

This research employs a field research approach utilizing qualitative research methods. Data collection was conducted through direct observation and documentation of learning activities. The study focuses specifically on the photography class learning process implemented by GSNP EDUPRO (Galeri Nila Photoworks Education Program) through a government assistance program. A qualitative approach was selected to develop an in-depth understanding of how the photography learning process transpires, through direct observation of learning activities and documentation of these educational processes.

RESULTS & DISCUSSION

The learning process is facilitated by certified photography instructors. The implemented curriculum encompasses various critical aspects of photography, including both theoretical foundations and practical applications. The curriculum content comprises theoretical aspects that examine the history of photography, fundamentals of composition, and exposure triangle principles. Additionally, it includes components that address lighting techniques, photography safety protocols, and digital image processing methodologies.

The pedagogical approach emphasizes direct practical application across diverse locations. Participants are systematically exposed to varied lighting conditions and subject matter. During these practical sessions, mentors provide intensive guidance through personalized approaches tailored to the requirements and comprehension levels of individual participants.

Participant progress undergoes periodic evaluation to ensure the attainment of expected competency standards. The program culminates in a standardized competency examination administered in collaboration with the Indonesian Photography Competency Certification Institute (LESKOFI). Participants who successfully complete the program receive official certification credentials.



Figure 1. Photo of basic photography technique learning
Source: @Gsnp.edupro



Figure 2. Photo of theoretical competency test examination
Source: @Gsnp.edupro

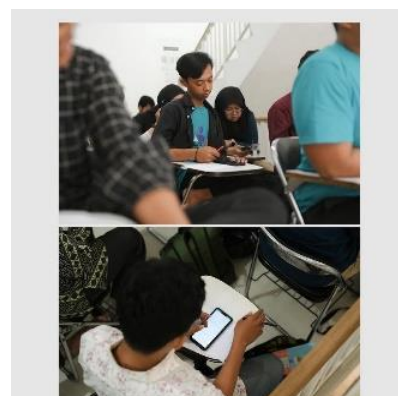


Figure 3. Photo of outdoor classroom learning
Source: @Gsnp.edupro



Figure 4. Photo of certificate presentation

Source: @Gsnp.edupro

CONCLUSION

Based on the conducted research, the process of photography knowledge dissemination in PKK classes, supported by government initiatives in collaboration with GSNP EDUPRO, has yielded several significant conclusions. The GSNP EDUPRO instructional team has successfully implemented an effective learning system through progressive guidance from certified professional photographers, complemented by comprehensive instructional materials encompassing theoretical foundations and practical techniques.

The personalized guidance tailored to each participant's competency level has demonstrably accelerated comprehension of the subject matter. Practical exercises conducted across diverse settings with varying lighting conditions and photographic subjects have provided participants with invaluable experiential learning opportunities. The collaboration with LESKOFI (Indonesian Photography Competency Certification Institute) in assessment processes has conferred the advantage of officially recognized certification credentials in the professional sphere, thereby expanding career opportunities within the photography industry. Participants' success rates in examinations serve as empirical evidence of the program's effectiveness. Research indicates that government support for photography training programs, when structured with appropriate learning frameworks and methodologies as implemented by GSNP EDUPRO, can enhance community proficiency in photography and provide economically valuable skills within the creative industry sector. The pedagogical approach employed by GSNP EDUPRO merits consideration as a model for future similar program development, contributing to the advancement of direct instructional methodologies in the visual arts domain, particularly in photography.

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