

# An Overview of Current Commercial Fashion Photography

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## ABSTRACT

The presence of smartphones today has an impact on commercial photography, especially fashion photography. The presence of smartphones makes everyone able to become a commercial fashion photographer, which makes the role of a commercial fashion photographer even more questionable. Departing from this phenomenon this research was conducted. This research is a research with descriptive qualitative method. This study was conducted to describe the phenomenon of commercial fashion photography that is currently happening. In addition, this phenomenon can produce an idea for commercial fashion photographers in dealing with the world of commercial fashion photography today. The result of this research is that today's commercial fashion photographers need to have out of the box ideas which are the qualities of ideas and concepts that distinguish them from other commercial fashion photographers. Although the need for tools in the process of creating photography today can be replaced with smartphones, the quality of ideas and concepts is something that is not necessarily owned by every commercial fashion photographer.

**Keywords:** fashion photography, smartphone, commercial

## 1. Introduction

The development of technology is currently felt to make it easier for the Indonesian people. The presence of various technologies such as smartphones today complements the needs of the Indonesian people. The presence of smartphones is also felt in the field of photography, especially in the field of commercial photography. Commercial photography was initially felt in the mid-1800s and became a complicated field for ordinary people to understand due to limited access to cameras such as SLR cameras. But nowadays almost everyone can get involved in the world of photography and become a photographer armed with a smartphone. Reporting by Business Insider in 2017, there were 1.2 trillion photos taken by humans worldwide with 85% of the number taken via smartphones (Zaenudin, 2018).

This number further motivates the presence of the sophistication of smartphones developed by manufacturers to also have an impact on public understanding where the current documentation does not rely on photo cameras alone, but smartphones can also be used to document one particular moment (Johassan, 2013). The presence of smartphones that are flexible to use and carry has shifted the previous understanding where a professional photographer needs an education in high school and requires a variety of expensive equipment, shifting to everyone being able to become a photographer without the need to get an education with expensive equipment (Dizzman, 2018).

This phenomenon has an impact on photography enthusiasts, especially in the field of commercial fashion photography. The easier it is that a person can create fashion photos with a smartphone, society no longer needs a professional photographer for commercial photos for fashion products. Departing from this exposure, it was found that there was a change in the field of commercial fashion photography that is currently happening in Indonesia. Thus the topic of commercial fashion photography that occurs today is the topic in this study. In this study, the discussion will focus on the current situation of

commercial fashion photography and the role of professional photographers in the field of commercial fashion photography today. The purpose of this study is to describe the phenomenon of commercial fashion photography that is happening today. In addition, this phenomenon is able to provide ideas for commercial fashion photographers in the face of the current phenomenon of commercial fashion photography.

## 2. Methodology

This research is a research that applies descriptive qualitative methods. The source of the data is taken from a literature review which is then analyzed. The results of the analysis are then used to describe commercial fashion photography that is happening today in Indonesia and describe the role of professional photographers in the field of commercial fashion photography today.

## 3. Results

### 3.1 Photography

Photography is based on the etymology of the Greek word *photos* which means light and *graphos* which means painting. The combination of the two words is further known in the sense of "painting with light" (Soedjono, 2007). Whereas in the Big Dictionary of Indonesian, the definition of photography is the art and process of producing images and light on the film or surface that is expected. So in general, photography is known as a method of producing images from an object by recording the reflection of light from the object using the medium yang sensitive to light (Nardil, 1989).

### 3.2 Commercial Photography

The history of the emergence of commercial photography begins with the emergence of the Daguerreotype, a photographic process invented by L.J.M Daguerre at the beginning of photography in 1839. The resulting photo with the daguerreotype process is achieved with a thin layer of silver on top of the copper plate that produces an image without grain, but relatively fragile. Most of the photographic works produced through the daguerreotype process were found to be obsolete in 1860's (Warren, 2006).

The photos were then sold to the middle class who were unable to paint themselves. The demand for self-portraits also increased and many of the photography enthusiasts in the 1850-1890's period learned the difficult process of printing self-portraits. Not infrequently also die of poisoning due to exposure to mercury used when coating the metal plates used.

The development of commercial photography then occurred when the daguerreotype technique was felt to be no longer able to meet market demand, especially in terms of photo duplication. When the client wants 2 photos then the client can only make them at a time on the camera. So at that time photos were a limited thing. Until at the end of the 1800's several new processes in the duplication of photographs were discovered.

Through this invention photographers were able to duplicate photos and make them into one album that could be sold to collectors. One of the famous photo albums at the time was Sketchbooks of the Civil War an album with original photos taken by American photographer Mathew Brady (Tuck, 2010).

### 3.3 Fashion Photography

The word fashion in the Oxford English Dictionary comes from the Latin *facio* which means to make or do. Along with the development of the times the word fashion is used to refer to something that a person wears along with accessories. In contemporary western society fashion is often used as a synonym of the terms dress up, style, and fashion (Polhemus & Procter, 1978).

Departing from this explanation, it can be concluded that fashion is very closely related to something inherent and worn. So that the understanding of fashion photography can be understood from the understanding of one of the photography genres that emphasizes fashion products and accessories (Abdi, 2012).

### 3.4 The Current Situation of Commercial Fashion Photography

The current period or what is often known as "zaman now" was born from the term "slang" which is often used by young people known as the millennial generation. The millennial generation is a generation born between 1977 and 1997. The term millennial generation itself is used in editorials of American newspapers and was popularized by book authors William and Neil.

In addition to the millennial generation, it is also explained in the book is Generation A or Gen A who was born in 2010 and is also known as "kids today". Some experts consider this generation to be the most educated generation in the human generation. This is because they have been equipped with knowledge from an early age by their parents and have more learning that is relevant to current conditions (Tapscott, 2008). This generation is a generation that is very close and ready for the development of technology and information such as smartphones and the internet.

In the midst of the rapid development of smartphone technology, it has a crucial impact on the field of commercial photography, especially in the field of commercial fashion photography. The easier it is for a person to create a photo with a smartphone, the position of a commercial fashion photographer is in danger of being replaced.

Commercial fashion photography, which is synonymous with themes, ideas, concepts, and supporting photographic equipment, is no longer a major issue when one has a smartphone that can be used to photograph fashion. Even ordinary fashion photos that are currently uploaded on social media can reap profits so that they also categorized as commercial fashion photography.

In other words, commercial fashion photography today can be done by anyone through their smartphone. Without the need for basic knowledge of adequate photography techniques, with a smartphone it can be resolved. Smartphones that have been equipped with a variety of camera features that are quite good, as well as additional features for photo editing make everyone a photographer. In the world of commercial photography, especially in the field of fashion, anyone can become a commercial fashion photographer.

### 3.5 The Role of Commercial Fashion Photography Today

The role of the photographer from time to time is to display the things he sees around him that are recorded and captured in the form of photographs. Photographers seek to display closely the materials found in their world. The subject of imprisonment is also mostly related to humans and their environment (Antopani, 2015).

Looking back on the days of studio photos, the photographer's role as a determinant of the final result of a photograph. These photographers are considered the most sensitive to consumer tastes so that they are expected to produce portrait photos that satisfy their consumers (Irwandi & Soedjono, 2015).

Until now, the photographer remains the determinant of how a photo is enjoyed by the one who knowst. In today's time where everything is sophisticated and can be done via smartphones, the role and position of commercial fashion photographers increasingly facing challenges. Through the convenience that exists, everyone can create photos with a smartphone.

Commercial fashion photographers are also required to not only be able to sell their abilities for photos but also to be required to be able to balance the existing idealism so that the photos produced are more quality and meaningful, so that they are not only limited to photos and photo editing. The development of the times is an undeniable thing of its presence. Starting from analog cameras where photos must use film to be printed so that the process is longer and risky. Develop into digital things where the entire

process is done digitally and faster and not at high risk. Until the presence of a smartphone that allows everyone to become a photographer.

While development is inevitable, the quality of ideas and concepts is something that a commercial fashion photographer can provide as a form of service. Idealism a commercial fashion photographers can be transferred to the design process as well as the embodiment of a selling fashion photo work. Ideas and concepts characterize a photographer that distinguishes him from other photographers. The quality of ideas and concepts provided by commercial fashion photographers should not only be judged based on the equipment they use, whether using a camera SLRs, DSLRs, or smartphones though. This is because the tool is just a medium for creating a commercial fashion photo.

#### 4. Conclusion

Based on the discussion that has been outlined in the previous discussion about the reality of commercial fashion photography today, the researcher draws a conclusion that includes history, developments, and a solution that can be used as an effort to respond to the development of current photography. It takes a strong idealism for a commercial fashion photographer to deal with the current era of photography especially when dealing with clients and consumers. Elements of the photographer's idealism can be applied to the process of creating works.

Because one of the defenses of today's commercial fashion photographers is the concept they have. Smartphones and cameras are just tools used to project photographers' ideas. So that building a distinctive feature and producing ideas and concepts that are "out of the box" makes a commercial fashion photographer different from other photographers. Although the need for tools in the process of creating photography today can be replaced with smartphones, the quality of ideas and concepts is something that not necessarily owned by every commercial fashion photographer.

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