

**UNIFYING IDEAS AND CONCEPTS OF PHOTOGRAPHIC OBJECTS  
BETWEEN SERVICE USERS AND "FNS PHOTO" STUDIO  
IN BENGKULU CITY**

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**ABSTRACT**

Since its introduction in the 1800s, photography has developed so rapidly. In the past, photography was done with exposure for hours. Currently, technology makes it possible to take photos in a matter of seconds. Photography is a creative art in the form of images and videos as a powerful medium of expression and communication that offers an unlimited variety of perceptions, interpretations and executions. The aim of this research is to unite ideas and concepts of photographic objects between service users and the "FNS PHOTO" studio in Bengkulu City. This type of research is qualitative research, namely research that is directly investigated at the source or research subject, to create descriptive data. Data collection techniques were used: Observation, interviews with key informants and key informants, and documentation. This research uses the theory of Sri Widarwati (1996), which includes client briefs and brainstorming. Based on the results of research and data analysis, it can be concluded: (1). Client Brief, FNS studio, a service provider in the field of photography, of course offers services in similar fields, both indoor and outdoor photo studio photography and outside the studio, such as hunting. During the discussion process, it is also possible for service providers to offer several concepts and themes from magazines owned by the studio (2) Brainstorming, FNS studio has one service, namely determining photo theme ideas with clients in combining ideas and concepts between service users and studio owners, determining schedules to meet directly with service users This is done because according to the Studio owner, direct communication is the most effective way because the Studio owner and photographer can show directly the concept board scheme and examples of photos needed as well as summarize all the results of the discussion to reach a concept conclusion. This is done in order to provide comfort and trust. service users to studio and photography owners.

**Keywords: Unification of Ideas and Concepts for Photographic Objects, Client Brief and Brainstorming.**



