



Photography, Lifestyle and Self-Manifestation Media

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Abstract

The quality and output of contemporary photography is greatly influenced by advances in technology and thinking in the world of photography. The quality of photos that can be taken is also a feast for the eyes of users as the performance of camera technology incorporated into smartphones is increasing day by day. A photograph can capture an event that may never happen again, which gives it documentary value. Today, everyone is a photographer thanks to the built-in cameras of smartphones, which allow them to take high-quality pictures. Today's photography techniques no longer require the use of specialized cameras, but rather mobile phone cameras that are used to record everyday events. Humans are basically social creatures that cannot exist in isolation from the people around them. One's lifestyle is affected. The evolution of society and its values, including social strata, image, and self-manifestation, all serve to create a new identity that is strongly linked to lifestyle. For some, visiting nowadays is important. To serve more than just satisfying personal desires.

Keywords: *Photography; Lifestyle; Self-Manifestation Media*

Introduction

The evolution of the photography industry sometimes reflects technological advancements. There are signs that global photography has always kept up with technological advancements at a fast pace and has evolved into a technological world in its own right, from the invention of the camera obscura to digital cameras with various advantages, from celluloid film to infrared negatives. The evolution of photography is not limited to software and technology (cameras, lenses, memory cards and more), but also includes the creative process. Both a technology and an art, photography is used in many aspects of daily life. Both commercial photography, such as fashion photography, and social partner photography, such as celebrity snaps and photos, are often used in photography. In addition, photography can be used for introspection and creative inquiry, such as in the art of photography. Photography with a cultural component. Its existence in the form of technology and art not only represents or expresses civilization, but also helps to build it. In addition to shaping culture, photography also creates new habits, ways of thinking, and beliefs.

Technological advances in photography have penetrated widely into people's lives and spread to many corners of the world. The field of photography is expanding both in scope and utility. Due to larger

megapixels and hence higher quality photos, smartphone photography is becoming increasingly professional. As photography is not only memorable but also often plays an important function and is always interesting to look at and watch due to its high documentation value, the use of smartphones has become a lifestyle of the millennial generation. A photograph can capture an event or human activity that is unlikely to happen again, as well as the natural environment, a portrait of a person's daily life, or an art or cultural event.

The medium of photography can be utilized to create works of art with unique artistic characteristics (Sabki Md. Noh, M. Shariful Hafizal, 2017). In essence, photography is documentary in nature and is referred to as documentary photography when used because both inanimate and animate objects can be found in the reality from which the photograph was taken. Professional journalistic photography, as well as amateur, creative, and academic photography styles, all belong to the documentary style. Social issues and life events are the main topics often covered. Many early examples of documentary photography dealt with controversial subjects. However, as documentary photography evolved, it also tackled other, perhaps simpler subjects such as culture, family, and people's daily activities.

Teenagers are among those who make frequent use of digital media, especially social media, as we enter the era of globalization. They do so to express their lifestyle as well as to get information, entertainment, and to connect with friends on social networking sites. Lifestyle, sociologically speaking, has a limited understanding and describes the typical lifestyle of a particular group (Featherstone, 2001: 108). In contemporary culture, a person's lifestyle influences their behavior, values, money and social standing (Chaney, 2004: 20).

The term connotes individualism, self-actualization and a sense of style in contemporary society. In addition to being considered indicative of one's personal interests and sense of style, one's body, clothing, language, leisure activities, food and drink preferences, choice of residence, automobile, and even sources of information are all considered. In modern consumer culture, the term "lifestyle" connotes self-actualization and pseudo-self-awareness. It has a more limited sociological definition that refers to the typical lifestyle of different status groups. Body language, dress, speech, leisure activities, dietary preferences, entertainment preferences, and so on are seen as signs of owners or consumers (Featherstone, 2005: 197).

The existence of art is unquestionable when it becomes the most popular item in society, but on the other hand the value of art is increasingly questioned. Of course, society has a need for art, but on the other hand, this issue will have a negative impact on the value of art as a whole, and it is unimaginable that if this activity continues, this new generation of connoisseurs will mortgage the artistic value of the work to society. Departing from this issue, the author is concerned about the current trend of art consumption. In fact, today's society (both young and old) prioritizes art as the main form of entertainment. Important events that are happening now also support this issue. This situation shows that society is experiencing an increase in the number of art events as a result of increased art consumption. As a result, this article will delve deeper into the trend of public art consumption. Topics include the commoditization of art that has become a lifestyle, and the consumption habits of the public in terms of art itself.

Research Methods

The method in this research is qualitative, which characterizes this research is a descriptive form of data and generally data obtained from in-depth observation. The observation model carried out is observation of the phenomena around the material object under study. Because the material object studied in this research is the phenomenon of photography that affects human lifestyle. So the closeness of researchers to things that are directly or indirectly related to the material object becomes very important.

The data is obtained from various methods. (1) interview, this method is done by asking photography artists for in-depth information about issues, photography and its relation to human lifestyle. (2) Observation, this method is done by directly visiting exhibitions that have elements of photography art in them. (3) Scientific journals, This method is done by collecting several articles related to the formal object and material object of the research. At the data analysis stage, researchers used the approach of Miles and Huberman's theory, which in their view, the data analysis stage is divided into four concrete stages. (1) Data collection, at this stage the data is collected and classified according to research needs. (2) Data reduction, at this stage the data is reduced to be taken to the next stage. Data reduction is based on things that are considered more important to be presented in research. (3) Data presentation, at this stage the data has been presented and the type of data is saturated, there is no need for selection and reduction. (4) Conclusion, at this stage the data has been at the stage of drawing a linear red thread on the results of the analysis that has been done before.

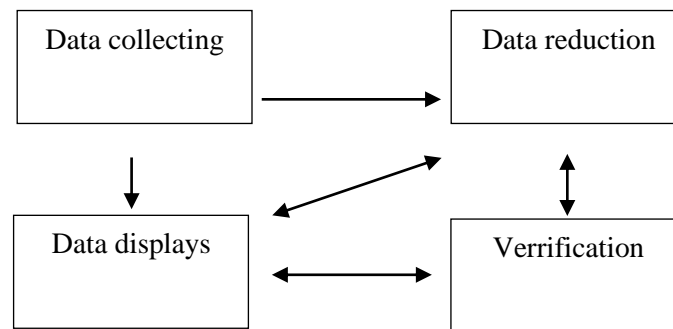


Fig.1. Miles and Huberman Theory Concept

Discussion and Results

Appreciation based on others or self-recognition can be obtained in various ways, one of which is by photographing and broadcasting all aspects of daily life in today's emerging media. Visual culture is now more commonly used to refer to the awareness of self-portrayal. Necessity and technological advancements have led to several changes in visual culture. This happens regularly and out of habit. It is claimed by the culture because of the human ability to learn for themselves. People appreciate what will happen as a result of imaging through certain media, which leads to communication and relationships. Today, photography does not belong to just a few people or professionals; it belongs to everyone. Male or female, regardless of age, everyone uses photography as a form of expression.

Consider the various groups and communities that exist today on Indonesian soil as a form of self-realization and reflection. Much has changed for teenagers and adults who enjoy photography as a hobby, from cultural and ethnic communities to lifestyle communities influenced by the times and the rise of social media such as Instagram. People can be mesmerized by an object in a photo, such as a product, food or drink, sporting event, infrastructure, or industrial product. As a result, the word "image" can speak volumes.

1. Photography and Lifestyle

As photography technology has evolved from the pre-photography era to analog, digital, and mirrorless camera photography, so has our understanding of photography theory. The motivation, nature, and outcome of photographic works are greatly influenced by the technological advancements in the world of photography today. This is demonstrated by the technological advancement of camera mechanisms from manual to digital as well as the development of software (applications) used for photo editing. The basic photography techniques used and operating principles of cameras available in the market today remain consistent despite these technological advancements. In most cases, photography is

used for documentation. According to Sudarma (2014:2), photo media is one type of communication media, meaning that it can be used to spread ideas or messages to others. Photo media, or photography in general, can be used as a medium to capture important events or moments. For example, photography is used in journalism, family activities, archiving in institutions, relationships in social life, celebrity photography, commercial persuasion, and the fashion industry, among others.

In art photography, which produces images using shooting techniques that employ the function of time, such as waterfalls that resemble cotton, lights that appear as shapeless lines to create pen strokes, photography is also used for artistic investigation in addition to reflection. Photography is a common activity in today's modern culture to record certain events, conditions, or items. This practice is growing commonplace and is highly favored by many people as shown by the increasing number of people who own cameras. In today's world, snapping pictures or capturing images for posterity is a common practice. The rapid advancement of technology, especially in the field of digital technology, makes photography accessible to anyone. This is shown by the ease with which people use cell phone cameras or digital compact cameras for any photographic activity. According to Mangkunegara (2009: 80) Lifestyle is broadly defined as a way of life identified by how a person spends their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Lifestyle is the main activity that represents the issues that actually exist in the human mind, making it possible to correlate with many elements related to the emotional and psychological needs of customers. Lifestyle shows how other people live, how they spend their money, and how they spend their time, claim Mowen and Minor (2016). In many cases, a person's activities, hobbies, and thoughts shape their lifestyle. Life will revolve around one another (activities, interests, and opinions).

Kotler and Armstrong (2012: 192) define lifestyle as a way of life in the world that is expressed in activities, interests and opinions. Lifestyle reflects the whole self in interacting with its environment. Lifestyle reflects a person's way of showing action and interacting in the world. Western culture-oriented lifestyles are the lifestyles that are used as guidelines by most teenagers. Lifestyle relates to the way we do, have, use and display behavior (Ropke, 2009). On a normal level, lifestyles change slowly, but globalization affects the change rapidly especially in the middle class due to open media and information (Zhang, Deng, Majumdar, & Zheng, 2009).

Indonesia's consumer society developed with the history of economic globalization and the transformation of consumer capitalism, marked by the proliferation of shopping malls, the fashion or fad industry, the beauty industry, the food industry, the consulting industry, the news industry, and luxury residential areas. , and luxury residential areas. This provides the first explanation of the lifestyle phenomenon of Indonesian society (Ibrahim, 2007). Lifestyle is characterized as a way of life that includes how people spend their time (activities), what they value in their environment (interests), and how they view themselves and the world. The lifestyle of the environment, according to Kottler. In line with that, it is known that many lifestyles have emerged in society, one of which is a consumptive lifestyle (Sakinah, 2002: 78). Lifestyle is a combination of the desire for self-actualization and group expectations for a person to operate in accordance with applicable norms.

2. Photography and Lifestyle as a Medium of Self-Manifestation

Aesthetics, the "beauty of everyday life", and even the body/self have experiences that help the body stay healthy in the century of lifestyle. In everyday life, the body and self are transformed into the creation and cultivation of the art of living. One expression that might be used to represent modern man's dependence on species is "You have form, therefore you exist!" The life sector is therefore a sector that benefits the environment. Salendra (2014: 7) argues that self-manifestation is an individual's desire to deepen the potential that exists in him to develop and achieve maximum results to get satisfaction with himself, the desire, to be himself and also to perfect himself, and the desire to achieve

the shoulders of achievement with his abilities and potential. Hersinta and Soepomo (in Sunarti, 2018: 2) argue that self-manifestation is a state where a human being has felt like himself, doing something he likes with a happy and sincere heart.

Self-realization according to Poduska (in Peni, 2019: 292) is a person's desire to improve his personality through the realization of his potential. According to Yulianti (2018: 292), the highest human need, which is realized after the first need is met, is self-realization. One of the five motives in the motive theory of human desire is self-realization. Motive, or "motive" in English, comes from the Latin word *movere*, which means motion or movement. In psychology, the concept of motive is closely related to "movement", specifically, human movement, often known as action or behavior. In psychology, the term "motive" also refers to a stimulus, drive, or generation of energy that leads to an action or behavior (Sarwono, 2012: 137).

According to Maslow's theory, self-realization is the pinnacle of human development. He got this concept after observing two of his professors, Wertheimer and Benedict, whom he considered extraordinary, superior, and referred to as "superior people" with various traits. The drive to expand one's expertise is referred to as self-actualization in Chaplin's *Comprehensive Dictionary of Psychology*. The ideas, viewpoints, practices, and other phenomena of the informal selection of the mainstream of civilization are collectively referred to as popular culture. The affordability of the media that spread popular culture to society has a significant impact on how popular culture manifests as the lifestyle of that society. Today, photography is the most widespread and influential type of popular culture in almost the entire world. The penetration of popular culture has increased dramatically since the internet became widely accessible.

Pop culture, though transient, is easily absorbed, and parts of it are often reproduced in proportion to the size of the audience it can reach. Society's role as consumers of pop culture includes both passive and active reproduction of pop culture icons at various levels. These pop culture reproductions contribute to the development of the cultural identity of community members to some extent (Maryanto, 2015). Recently, photography has become a topic that we often hear about, especially from young people and teenagers who are very familiar with this activity. Photography is the act of documenting moments that individuals consider important. Especially if we visit entertainment venues or tourist attractions. The results of the picture are no longer enjoyed personally by the person who took it because of its continuity. The advancement of technology forces them to upload their images on existing social media.

3.Social Media as a Medium of Self-Manifestation

The virtual world has had a huge impact on its growth. It is easy to find social media sites that offer and display personal images to the general public. This problem arises automatically when personal archives are shared with public archives. Without a filter, any photo can be shared on social media and viewed by many people. Implicitly, it is clear that social media is where they exist and where they publish photos of their most beautiful experiences. The number of people uploading selfies is increasing as the prestige of the moment increases.

Everyone is immortalizing themselves, whether at a particular moment or otherwise. They seem to be aware of locations and behaviors that will make them appear more existential. At this level, the activities of photography practitioners target art events. They practice photos with existing artworks, without shame.



Fig. 2 Visitors to the exhibition photographing the artworks
(Source: Personal Documentation)



Fig. 3. Visitors to the exhibition at Achieve taking pictures with the artworks
(Source: Personal Documentation)

There is a new context that merges and blends with art in the realm of art-based existence, namely lifestyle existence. The exchange in this realm is not only based on viewing and consuming.

This is comparable to the expression "I exist, then I watch art". A person can be considered more existent when they see art every day. Another study may also be related to how art is viewed; it is considered complicated, aesthetically pleasing, and so on.

These days, bartering is very similar to this situation because when something is bought at a high price, it is also of high value. Similar to how a large number of artworks translate to a wide audience. Glasses are not just for looking at; they also have social consequences, such as the exchange of social existence. If everything is considered, not only existence and exchange depend on the audience. The magnitude of consumerism in society strongly emphasizes the exchange of art and lifestyle. According to Soedarso's study (2006:67), art is anything that humans create under pressure to fulfill secondary desires, such as the desire for luxury, pleasure, or spiritual demands, rather than primary needs. Using cell phone cameras has led some enthusiasts to create a space where they can share their experiences and shooting techniques to create the best potential works. The need for media to popularize photographic works is increasing. To win over users, many online social media apps offer sharing features. The application has the advantage of displaying photo works that users can directly upload by activating the camera feature. There are even photo and video editor features such as professional edits, location embedding features, and emoticon filters.



Fig.4. The audience captures the moment when watching the Guyon Waton concert
(Source: Personal Documentation)

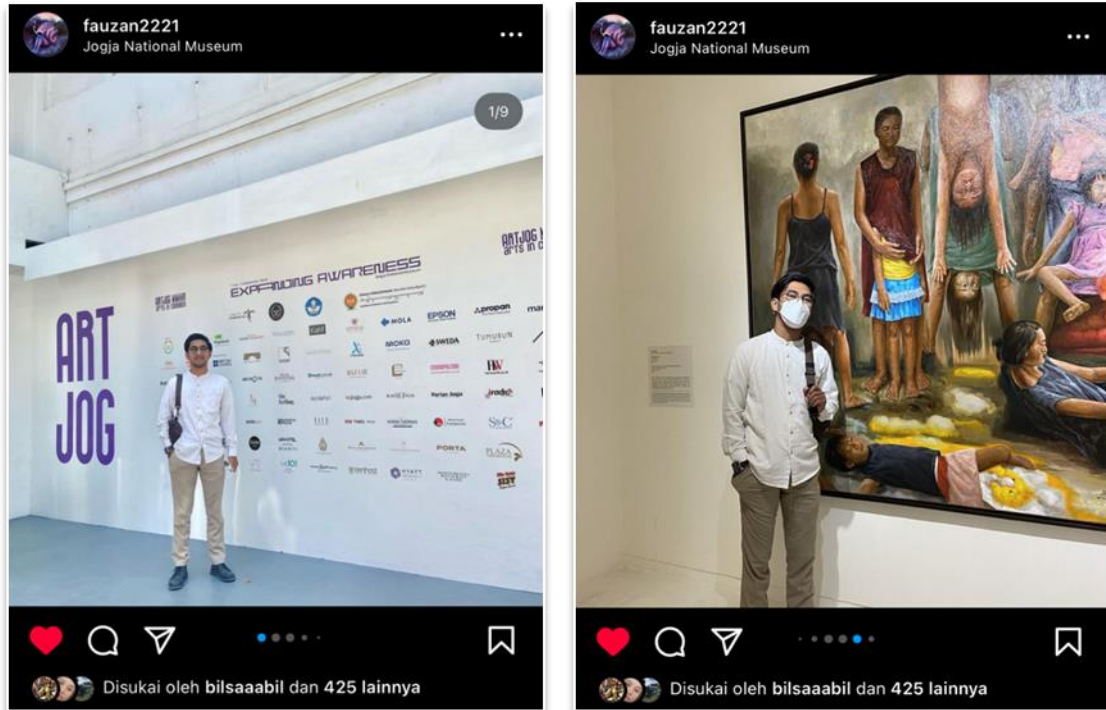


Fig.5. ArtJog visitors take pictures with artworks
(Source: Personal Documentation)



Fig.6. Visitors of Jogja Gallery photographing artworks exhibited in Yogya Young Artist event.
(Source: Personal Documentation)

Today, everyone is a photographer thanks to the high-quality cameras built into smartphones, as they can all take good pictures. People need albums with specific themes as more events are photographed and documented through photography, leading to more images being printed. Almost all social media platforms today allow users to upload photos. Most images posted on social media sites are created using smartphones, which are modern devices connected to the internet.

Today's photography techniques no longer require the use of specialized cameras, but rather use mobile phone cameras that are used to record everyday events. This photography can be done anytime, anywhere, and even under any circumstances. There must be a way to take a picture, send it to social media, and use it as a status of daily activities as well as a profile picture.

Conclusion and Suggestions

According to the general definition, a person's lifestyle can be defined by how they spend their time, including their hobbies and activities, as well as by what they value in their environment and themselves. In a sense, the term "sociological lifestyle" refers to the usual way of life of a particular community. Advances in mobile phone camera technology have the potential to give every user a psychological advantage in photography, where ownership of both hardware and software plays an important role in producing high-quality images.

Activities and their associated documentation are both necessary to remember events. The act of photography produces images and photographs. As time goes by, the majority of people today have to travel to show their presence. The growth of modern technology and knowledge is closely linked to the need for people to show their own presence. Nowadays, people diligently post photos to social media. While this may seem like self-expression or a reflection of mood at first glance, it actually has many useful values.

In addition to lifestyle-related photography, photography is also evolving in society. The era of smartphone technology that is getting better in terms of quality provides individuals with a growing selection of gadgets that can be chosen according to their level of need. The use of specialized cameras is no longer necessary for modern photography because of technology, especially smartphones that are often used. This hobby of photography can be done anytime, anywhere, and even under any circumstances. There is definitely a way to take pictures, post them to social media, and use them as a status of daily activities as well as profile pictures.

From film roll cameras to high-quality mobile cameras, technology has made it easier for people to capture special moments, fostering a new habit. Self-portraiture has evolved into a modern lifestyle in line with technology. Taking pictures with artwork has become a popular and much-loved trend. After taking pictures, they share them on social media, which offers tools to display photos. Visual performances and exhibitions are becoming a new commodity when tourist attractions or sports events are no longer in demand. Social media has opened up new avenues in individuals' life struggles as a result of this mindset. The practice has evolved into a new lifestyle, perhaps the top activity. The art community must make inroads so that those who take selfies with artworks can interpret them with a higher quality than just "intentionally" promoting them.

When it comes to the creation and consumption of art, there is nothing wrong. People who enjoy art today belong to many different groups; even the average person is passionate about it. In social life, art seems to be the promised word. As the new receptors, people play an important role in the existence of art, making it a reality for them. The introduction of technology changes how art is commodified not only in the sense that it is sold by prescription, but also because there is a value placed on existence and technology when people access art.

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