

ABSTRACT

Bekasi is one of the cities in the province of West Java, Indonesia. Various people from diverse ethnic cultures occupy this area. Like a growing town of Bekasi City has many problems such as traffic jams, hot temperature, and many other. Mostly People know the negative side of Bekasi rather than the positive side.

From the above problems, the authors tried to obtain the required data through observation, literature, and comparative analysis matrix. After data collection and analysis, it was found that it takes a media that can introduce positive side Bekasi.

Street Photography is taken into the concept of photo appointed for this photography book because it can portray urban life in banal but can cause a positive effect on readers. Some Essay also added to several pages to emphasize the message. Two kind of this book is a book-sized as conventional print and e-book is expected to attract youth people of Bekasi particular and Indonesia in general to see the positive aspects of Bekasi City.

Keywords: photography, *Street Photography*, *e-book*, banal, Bekasi City