

ABSTRACT

Indonesian people living closely with bamboo. Bamboo has many usefulness for any purpose such as craft materials, furniture materials, building construction etc. With these use of bamboo, will certainly going to produce waste products. UPPKS Ahmad Yani, placed in Selaawi village in Garut is one of the businesses engaged in bamboo weaving craft and bamboo cage. This place, produce waste bamboo in the form of shavings and not fully utilized. On the other side, the presence of social network of photo sharing draw public attention recently years. Instagram is one of most social media for photo sharing people use by. Instagram with its potential to draw public attention by sharing interesting information, Instagram as a place to build user brand personality, and Instagram to be one of the supporting media for business purposes. The genre of food photography is one of photography genre that is quite interest by people. The food photographer vying to display the best photos in their Instagram account. To make the picture more interesting, food photographer put some food props at his picture frame.

The purpose of this study are able to utilize and process waste bamboo to make crafts or products that can meet the food photographer lifestyle needs. To improve the value of picture by adding a property support with the craft of this waste bamboo craft. The technique used to make this craft is a simple technique such as basic stitch embroidery and applications on surface textile.

Keywords: Bamboo waste, food photography, lifestyle products