

ABSTRACT

Photographers will face different clients or models. Be it his culture, his beliefs and so on. In terms of culture photographers will face various clients with different cultural backgrounds, then there is intercultural communication. The most frequent area of photography in social interaction is the field of pre-wedding photography, in which a photographer will often communicate with his model. The model here is the service users. In this case a photographer will continue to communicate with his model continuously during the process of shooting takes place. Pre-wedding photo activities become social phenomena present in the community. Over time, pre-wedding photo activities are increasingly being made, especially by the future-oriented modern society and constantly strive to move forward, not static, and seek to show and seek the best.

This study uses a case study approach using interview techniques, observation, and documentation. Where the researchers will give exposure or general description of how self-disclosure photographer Maximus on different clients ethnic communication is a relationship between the photographer and the client during the process of pre-wedding photoshoot. The results of the study will be descriptive, which describes how the self-disclosure of Maximus photographers on different clients ethnic.

Keywords: *Pre-wedding Photography, Photographer, Intercultural Communication, Interpersonal, Self-Disclosure, Social Penetration Theory Altman& Taylor*