

ABSTRACT

The development of photography is increasingly in demand coupled with the increasingly sophisticated digital equipment, especially cameras. It also makes it easier for the current generation to study and deepen the field of photography more professionally so that it can be used as a promising business. The process of working in the field of photography also seems instant and only relies on lighting, adequate equipment and technical shooting. Even so with the increasingly widespread photographer in Indonesia, new problems arise regarding the existence of the photographer profession. In his work, if we want to continue to survive in an increasingly popular industry coupled with the rise of newcomer photographers, as photographers we must explore and create distinctive features of our art to be recognized and recognized.

This research uses library research or library research. The source of the data obtained through observation and interviews with relevant artists and professional photographers as a comparison. Data will be analyzed by descriptive analysis method. The theoretical basis used is the theory of semiotics. Based on the data analysis, it can be concluded that the characteristic of a work is formed from its experience and strong background in shaping an artist's personality. The semiotic method helps to analyze a work in understanding and interpreting implied meanings through the symbols contained in a work.

Keywords: *Photography works, Semiotics Method, Art Photos*