

## **ABSTRACT**

*This report is titled “Students Views of the Rise of Visual and Analog Camera Effects in the Digital Age”. This research was conducted based on the opinions of students about the re-presence of analog cameras in this digital age, researchers will examine Telkom University students as case studies as Telkom University’s students also joined the trend of analog cameras. Taken by students for research, because Telkom University’s students are always following the trend of the present, in the form of fashion and photography. In addition to following trends and fulfilling satisfaction for yourself, recognizing today’s trends such as the re-rise of analog camera as well as students who were formerly layman of photography, become ununderstanding of things about photography especially object that the author will research, analog camera. The purpose of this research is to find out the opinion of Telkom University students about the trend of analog cameras back in this digital age, to find out why students are using analog cameras in the digital age, and to be able to tell the difference between analog cameras and digital cameras. This research is study of qualitative descriptive analysis with observation methods, interviews, questionnaires and literature studies. The results showed that the Gestalt theory is related to visuals produces from analog cameras, this Gestalt theory helps to know how visual perception works. The rise of analog cameras is also a growing global trend towards the existence of analog, which makes Telkom University students interested in analog cameras.*

*Keywords: Analog Cameras, Photography, Gestalt Theory*