

ABSTRACT

Bread is essentially a staple food. Although in Asian culture, bread is not a staple food, especially in Indonesia and has not become the food culture of the Indonesian people. However, along with the development of bread into Indonesia, bread began to become part of folk culture. An example of cultural acculturation that occurs between Indonesian culture and the existence of bread is the use of crocodile bread in Betawi culture. Making bread is not necessarily easy to do, there are many stages that need to be passed such as the selection of raw materials, processing of raw materials, to the process of baking bread. Like in work, there are many stages that need to be passed such as the data search process, concept sifting, to the creation process. The similarity of this cycle makes bread able to metamorphose into a philosophy of work ethic, especially in the field of art. More than that, bread has become the author's favorite culinary, so the writer feels that the existence of bread and art can be integrated, especially in the work ethic. In this work, the writer wants to visualize the making of bread into a photo essay with the concept of metaphorizing bread as a philosophy of creation.

Keywords: Bread, Photography, Essay, Art