

## **ABSTRACT**

Koi fish is a type of ornamental fish that is in great demand because of the beauty of its motifs and colors. Various shades of color that are very pleasing to the eye make ornamental fish enthusiasts become interested. Starting from a hobby of nurturing and through the process of observing that koi fish are living things that are closely related to humans, without humans it is difficult to achieve the desired results. What if the koi fish motif is applied to parts of the human body and made or immortalized in conceptual photography using digital imaging techniques. The purpose of the creation of this work is to give a better meaning to koi ornamental fish that include living creatures or animals that have aesthetic value and meaning and can be used as visualization media in the world of photography. Digital imaging technique that has several concepts and meanings in each photo. This work is printed on photo paper and matte laminated in 24R size. This work tries to highlight the concept of the meaning of fish colors and human body gestures. The temporary conclusion that can be obtained is that koi can be used as objects of representation because they have meaning in terms of aesthetics in conceptual photography.

Keywords: Koi Fish, Motif, Color, Human, Conceptual Photography,  
Digital Imaging