

ACTION FIGURE PHOTOGRAPHY WORK OF TOY COMPANY IN SAMARINDA

“TA: Fine Arts Study Program, Faculty of Creative Industries, Telkom University”

Abstract

Digital marketing is a very profitable aspect in selling products that are marketed freely and with the right licenses. Information media, such as social media, have become an excellent place for digital product marketing, one of which is toy product photography. The method used in the research and making of this TA work is data collection through questionnaires. The population in this research is a number of general public or randomly given a question and statement that has a close relationship between consumers and a number of digital marketing through product photos that answer whether the product photos that will be produced have a major influence on consumer interest in buying a number of toy products. As many as 95.5% of the community think that the toy photography work attached to the form has sufficient elements or elements that meet the good or bad results of the toy photography taken.

Keywords: Commercial Digital, Indonesian Creative Industry, Toy Photography