

ABSTRACT

Food Photography is a method in the field of photography, its application by arranging it in such a way that it looks attractive and makes the eyes hungry. The use of interesting techniques in its creation makes the added value of this method.

Analyzing the creation of Food Photography works by Bayu Satrio. Bayu Satrio is a photographer from Bandung who has been in the world of Food Photography since 2019. In this thesis research, the aspects analyzed are the visual characteristics and meanings of Bayu Satrio's work.

This research is included in qualitative research with descriptive methods of analysis through the approach of photographic art. a descriptive analysis method that aims to describe or depict the subject of research by identifying the way it was made, and the meaning contained in the work.

There is a uniqueness in Bayu Satrio's work, in his work almost largely using the levitation technique, a technique that makes objects seem to float and always wants to display the ingredients contained in the food. Being a hallmark of levitation techniques does not make it get such a broad meaning, in practice non-levitation food is more to discuss regarding the visual meaning of Bayu Satrio's work. Even so, the visuals presented by this technique make many people curious about its manufacture, because it is rare to use the technique that looks different and becomes an attraction for people who see its works.

Keywords: *Food Photography, Photography, Semiotics, Levitation, Characteristics, Bayu Satrio, Visual Meaning.*