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Photography Style Displacement in Print Ads from The New Order Era to The Post New Order

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Abstract

The governance of the new order under Soeharto's leadership not only embed the political stability and security, but also to the growth of Indonesia's economics matters. The structural changing in economy system becomes the key for the growth and development of the more modern ads in a big scale in Indonesia. Likewise with the ads' presentation that has been changing from the new order era to the post new order era, in its content, media or form.

Those displacements and changes are applied also on the ads' illustration. Photography as an ads' illustration not merely has its artistic value, but also demanded to have a related concept to its marketing function and design principles (aesthetic-persuasive). Therefore, photography in the ads gives not only a meaning in functional context, but also in an aesthetic meaning. In functional meaning, photography in ads is made with an objective to help the marketing process to its products and services in a persuasive. In the aesthetic context, photography in the ads are able to reflect its style (visual characteristic) according to its appearance's time. Photography's presentation in the print media's ads has opened the aesthetic discourse about character and characteristics according to its period of time. This phenomenon appears not only on the textual (visual) phenomenon, but also contextually.

The research study uses Gillian Rose's object based approach, through three priorities : 1) picture production, 2) the picture itself, and 3) audiences (readers). The analysis is done by the aspect of composition, technology, and social as a research in the field of visual art (design), through an aesthetic approach and the emphasis on the importance in understanding the text and construction in interpreting the ads' phenomenon from an aesthetic aspect.

The result of this research showed that, photography visual style in the print ads from the new order era to the post new order era which is at first are meant to deliver its product's information and the image symbol has sifted into an experience's expression. In addition, it is also found that photography visual style displacement in those ads are mostly influenced by economy politic, social culture, and technology advancement.

Keywords: visual style, photography, print media, aesthetic

Introduction

Advertising in Indonesia has been rapidly changing since the New Order authorities were in charge (1965-1998), because of the economy problem has been the biggest concern to the government, this also became a "fresh air" to the growth of Indonesia's advertising. Moreover, the mass media also begin to appear and grow which signed by the presence of print mass media and electronic. This condition strongly pushes the growth of the advertising bureaus in Indonesia. In producers and consumers, whereas producers hope that their products will be informed and known by the society rapidly. Hence, it needs to be built a bridge or a medium to deliver those two importances through the mass media. For a mass media, it is proved that the income from the ads for a mass media is much more than what they get from the publication sales.

Kompas newspaper is chosen in this reseach because of some reasons. Kompas as a national newspaper was published since June 28, 1965, as the print mass media which its advancement cannot be separated with the presence of ads in each publication. Besides,

Kompas also has a long historical value in recording the moments that happened in Indonesia. Started from the immediately before the end of the Old Order, New Order to the Reform era (up to now). This newspaper also has the excessively readers and widely spread out more compare to others; so this newspaper is able to "talk" to its audiences widely (nationally) compare to others. This can be seen from its high distribution numbers compare to other newspapers which are around 500.000 copies per publication form 1985 up to now. (Sularto, 2007:165). In Indonesia's context, Kompas becomes a particular consideration and pictures (illustration) which are composed artistically known as display ads (pictorial). In a display ads, an illustration is an important part of/or the associate text, whether is to add a visual attraction or to make clear the meaning of a text, and as a persuasive tool to deliver an ads' message.

Photography presentation has a real characteristic which persuade the target of audiences much more easier. Besides the representation of a product, the model that demonstrates the message by an ads will be

