

THE PHOTOGRAPH OF AMANDA GRIYA KEBAYA'S PRODUCT WITH THE SUPPORTING ELEMENT OF CULTURAL HERITAGE BUILDING IN YOGYAKARTA

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Abstract

Kebaya (a javanese women's traditional dress) which was considered as an old-fashioned dress, now becomes a modern and stylish dress, of course through a long and uneasy journey to get there. With the medium of fashion photography, it will be interesting if the modified kebaya dress can be visualized with the background of cultural heritage building, so that it will give a certain meaning, so that it will be interesting to be bought. In this final project, fashion photography was chosen as the medium because it can make the design of the kebaya dress more interesting to be bought. In this final project, the background of cultural heritage building was executed, especially in the form of a challenge, a challenge to observe, and in this final assessment, the observation, in this final assessment, Amanda Griya Kebaya until post-production, Amanda Griya Kebaya building in Yogyakarta. In the implementation, the background of cultural heritage building was visually, but the background of cultural heritage building which is more interesting and it is also easier to communicate or advertise the brand image to the audience, so that the audience will be interested to rent or order kebaya dress in Amanda Griya Kebaya.



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Keywords: kebaya, cultural heritage buildings, fashion photography, griya, Yogyakarta

