



Grounded Theory Study on Photographers' Communication Obstructions and Models in the Shooting Process

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Date of Submission: 24-01-2022

Date of Acceptance: 05-02-2022

Abstract. Every individual can not be separated from the communication process in everyday life. Likewise, that happens to a photographer. Photographers can not be separated from social interactions or so-called human relationships, communicating with models, assistants, teams, and the surrounding environment. The most common field of photography among humans is the photographic model because, in this field, the object of the photograph is a human. In this study, the author sees the interaction between the photographer and his model. This study is intended to see the interaction between the photographer and the model. The research method used is a qualitative approach with a descriptive method. In this case, the technique of completing the data is done with in-depth interviews, observations, and documentation studies. The research results on communication obstacles in the interaction between the photographers and photo models in story-making can happen from psychological, semantic, and knowledge obstacles. In principle, this communication barrier occurs between the photographer and the model in the process of shooting.

Keywords: obstruction; communication noise; photographer; modelling

1. INTRODUCTION

As a general life, a photographer is a human being who is socially connected wherever they are. It is undeniable that a photographer cannot be separated from social interaction or human relations. As a photographer, he always communicates with photo models, assistants, teams, and the surrounding environment.

The

photography field where interaction occurs most often between humans in model photos. Because, in this field, the photo's subject is humans. In this case, at least two people will be interacting, namely between the photographer and the model, and that interaction will continue throughout the shooting process.

A photographer will surely always communicate with the models. In this case, they will try to make the atmosphere of interaction between them more comfortable. When interacting with them, a photographer can pay attention and assess their body language to convey the idea of the desired point of view and pose to the photo model. The result is a photo work that matches the concept the photographer wanted.

In this study, the authors see that there are communication barriers in the interaction of photographers and models. At this time, the world of photography is in great demand by many people in all corners of the world. By having good communication skills to convey the intent and purpose of the photo concept, photographers certainly have the advantage of getting photo works that are under the photography concept, and also their activities do not disturb the people around them, and they will be happy to help in the shooting process.

A fact that is quite surprising behind the activity of model in photo shoots is that most people see only from the final result of a good photo work so that the assumption of a harmonious relationship between the photographer and his model appears.

The Model Alliance was surveyed in early



2012. The Model Alliance sent an online survey to 241 models, and only 85 responded. However, it is certainly still meaningful. Many models, especially at a young age, suffer from eating disorders and depression. 68% of the models suffered from depression and excessive anxiety, while 50% admitted using cocaine (a type of drug) at work. Moreover, 30% of them felt inappropriately touched (over-harassed) during a photoshoot, then 28% said that they were forced to have sex by someone at work. These are a matter of great concern because most are still under 18 years (storymu.com, 2012).

Another reason that strengthens the research that occurs in this research is the statement from one of the model informants named Dea (pseudonym) who told her experience while being a model:

"Yes, not every shooting process is the same. I can say this because I have seen from several experiences, if the photographer is different, we surely need to adapt. The difficult thing is, if the model is impatient, or vice versa, the problems will often occur. So, if I'm being asked about obstacles, well obviously there must be obstacles."

As mentioned above, this is interesting to study. The interaction between the photographer and the model is not always smooth. Therefore, researchers are interested in conducting this research. Having good communication between the photographer and the model is important to understand the concept of shooting and the result to be achieved in a photoshoot and reduce misunderstandings and things that will harm both.

Photographer in communication science.

A topic that researchers raise is photographer. It is a profession that works behind the camera to capture every moment in our environment. Although everyone can produce photos using his camera. However, most people will believe more in giving the responsibility of capturing the moments of their life to a photographer, considering that sometimes the moment that will be immortalized is an important moment that may not be repeated.

"Professional photographers make photography a profession, a job to earn money. Usually professional photographers equip themselves with photographic skills that are adequate" (Darmawan, 2009).

We can see whether or not a photo is good from one point of view, namely the conveyance of the message, idea, or idea intended by the photographer, which is conveyed in the form of a photograph. And a photographer is then judged to be good or successful in terms of the messages, ideas, or ideas he puts into a photo work that is conveyed and can be understood and understood by other people whose eyes enjoy the photo work.

For example, when a photographer captures a moment that depicts sadness through the camera and produces a photograph, then the people whose eyes see the photo can feel the sadness of the photo, then the photograph made by the photographer is considered good because we can capture the messages, ideas and ideas from the photographer about the sad atmosphere that is presented in the resulting photo work.

Good photo work cannot be separated from the photographer's concept, idea, and good attitude. Apart from supporting the preparation and good photography equipment, the good attitude of a photographer is very important. There must be a process of good photography attitude for every good photograph, which is the photographer's responsibility. It may sound very simple.

But the more you think about it, the stronger this fact becomes. A person cannot produce a good photo, which is memorable, especially one with the character, if it is not based on a good and proper photography mental attitude.

In order to produce a masterpiece called a photo, the photographer needs to explore what kind of work he will make, through the photographer's ideas and concepts, what attitude he will give to his work so that the intended message can be conveyed to other people whose eyes see it—the photo. The photo was produced through photographic activity; the birth of a concept or idea, the fruit of the photographer's thoughts, experiences, and techniques.

By using a camera and other supporting equipment, photographing activities can be done by anyone who has the opportunity, but for a photographer to take pictures. Well, which not everyone can do. By looking at the various works of photographers around



s, some convey messages with pictures of their work directly, persuasively, suggestively. Some even convey a question mark to the public. Of course, this is influenced by the basic concept, the art director, the social strata of the public, and even the photographer himself. Finally, the self-concept in which knowledge, hope, and values form a photography mentality for a photographer. Photographer or photographers (photographers) are: "People who create images by capturing light from the subject of the image with a camera or other photographic equipment, and generally think of the arts and techniques to produce better photos and seek to develop their knowledge. Many photographers use cameras and their tools as a job to make a living." (Indonesia, 2000)

Photography is often referred to as the self-expression activity of a photoartist. It has been around for more than 1.5 centuries and has become an endless innovation in line with the development of technology and science that supports it.

Photography comes from Greek and consists of two words: *photo* means light, and *graphic* means painting and drawing. Photography (photography) means painting or drawing with light—the art or process of producing an image by light on a film or surface that is sensitized. Photography is an activity that begins with the formation of a concept or photo idea, then the activity of photographing itself to the result of his photo work, has become a phenomenon present everywhere (omnipresence) even in every element of people's lives who are entering the information age.

Communication barriers

Although the information conveyed is easy to understand, it turns out that the established communication is not under what is expected or desired can happen because many obstacles may arise in the implementation of communication.

A decrease in the content and quality of the message can occur at any stage in the communication process, from the formulation of the concept of an idea in words to the moment of its utilization. Furthermore, these barriers can generally be classified into three according to (Arni, 2009), namely:

(1) Personal Barriers, namely communication disorders arising from emotions, values and bad listening habits. Personal barriers often include the psychological distance between people similar to actual physical distance. (2)

Physical Barriers, namely communication disorders that occur in the environment where communication occurs. (3) Semantic Barriers, namely these barriers, come from the limitations of the symbols themselves.

There are several characteristics of the language that make the decoding process in the language increasingly difficult, including:

- (1) Language is static while the reality is dynamic.
- (2) Language is limited while the reality is unlimited.
- (3) Language is abstract.

In addition to the stages and consequences of barriers in communication, feedback is very necessary. Feedback is the primary direction for the message sender to monitor whether the message is understood and used by the recipient as expected.

Based on the description above, it can be concluded that communication is very important in everyday life. Without communication or lack of communication, the work will be less than optimal, and there will be misunderstandings in capturing information.

Communication process

The communication process is essentially a process of conveying a meaningful symbol by one person to another, either with the intention of understanding or changing his behaviour. Communication can be effective or successful if there is a common understanding of the message content between the message sender (communicator) and the recipient (communicant). The disseminator conveys the content of the message through a meaningful symbol. The symbols can be regarded as a "footbridge" or "vehicle" to carry messages to the message recipient.

It can be seen that in communication, there are three important elements, namely: communicator, message, and communicant. Communicators are



sources who have ideas or ideas about something that will be conveyed to the communicant. Messages are ideas in the form of meaningful symbols conveyed to the communicant, while the communicant is the person or entity who receives the message.

Communication activities will not be effectively run if they are not supported by these three factors: communicator, message, and communicant.

Thus, in order for communication to take place effectively, we must pay attention to the following factors: These factors are communicator, message, and communicant. Another important factor in a communication process is feedback effect. Feedback plays an important role in communication because it determines the continuation of communication or the communicator's cessation of communication. In other words, feedback determines the success or failure of a communication process.

(1)

Credibility is one of the factors of communicators who have an important role so that the messages communicated can run smoothly and can be accepted or understood by the communicant. According to Rakhmat (2007) in his book *Psychology of Communication*, credibility is a set of meaningful symbols conveyed by communicators.

(2) The message is a set of meaningful symbols conveyed by the communicator (Effendy, 2000). In conveying messages orally, the factor of choosing words is very important so that the intended target understands the meaning conveyed. The message must be designed and delivered to attract the attention of the communicant. The message must arouse the communicant's personal needs and suggest ways to get those needs. The message must suggest a way to get appropriate for the group situation where the communicant is moved to give opinions in achieving goals (Rakhmat, 2007).

Based on these messages, a communicator must convey messages well, for example, how clear the content is? The message, whether the language used is easy to understand, whether the content of the message is by the community's

needs.

Symbolic interaction theory

The essence of symbolic interaction emphasizes an activity characteristic of humans, namely communication or the exchange of symbols that are given meaning (Mulyana, 2005). Many experts behind this perspective say that the individual as a human being is the most important thing. They say that individuals can be directly studied and analyzed through interactions with other individuals. Mind, Self and Society is the title of the book, which is the main reference for the theory of symbolic interaction, reflecting the three main concepts of the theory. A brief definition of the three basic ideas of symbolic interaction, namely: (1) Mind (Mind). Mind is the ability to use symbols with the same social meaning, where each individual must develop their thoughts through interactions with other individuals (West, 2008). Meaningful symbols are verbal actions in language, which is the main mechanism of human interaction. The use of language or symbolic signs by humans in their social interactions, in turn, generates thoughts that enable them to internalize society. So, according to Mead, the mind presupposes the existence of society; in other words, society must exist before there is thought (Mulyana, 2003). Thus the mind is an integral part of the social process. Otherwise, the social process is a product of the mind. According to Mead, through thinking above all

Characterized by awareness, humans can temporarily prevent their actions and delay their reactions to a stimulus (Mulyana, 2003). Humans can also pick up a stimulus among many stimuli instead of reacting to the first and most powerful stimulus. Humans can also choose an action among various planned or imagined actions.

(2) Self (Self). Self is the ability to reflect on oneself from another's point of view or opinion. Here the self cannot be seen from within a person through self-introspection. For Mead, the self can only develop through the ability to take on roles, namely imagining oneself from the eyes of others (West, 2008). The



concept of seeing oneself from the eyes of others is a concept that Charles Cooley conveyed in 1912. The concept is the looking glass self, namely the ability to see oneself by reflecting other people's views. Cooley believed that there were three principles of development regarding the looking glass self, namely (1) imagining our appearance in front of others, (2) imagining their judgment of our appearance, and (3) feeling hurt or proud because of how we feel.

Society is a network of social relationships that are created, built, and constructed by each individual in the community, and each individual is involved in the behaviour they choose actively and voluntarily, which ultimately leads human to take a role in the community.

II. METHODOLOGY

The research approach used in this study is a constructivist paradigm with descriptive methods. A descriptive method examines the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. This descriptive research aims to make a systematic, factual and accurate description, picture, or painting of the facts, characteristics, and relationships between the investigated phenomena.

"Methodology is the process, principles, and procedures that we use to approach problems and seek answers" (Mulyana, 2003). According to Sugiyono (Sugiyono, 2007), qualitative research methods examine natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results are used to emphasize meaning rather than generalization.

Qualitative research aims to maintain the form and content of human behaviour and analyze its qualities instead of turning them into quantitative entities (Mulyana, 2003). The researcher's method in this study was to use descriptive research methods with qualitative data analysis. It is called a descriptive method because it does not use hypotheses and variables but only describes and analyzes existing events without special treatment for the objects studied.

In the book *Communication Research Methods* regarding the descriptive type, Jalaluddin Rakhmat explains that "Descriptive research only describes situations or events. This research does not seek to explain relationships, test hypotheses or make predictions. (Grace, 2002)

Furthermore, Rakhmat explained,

"Another characteristic of the descriptive method is the emphasis on observation and the natural setting (naturalization setting). Researchers act as observers. He only makes categories of perpetrators, observes symptoms, and records them in an observation book (Rakhmat, 2002).

Data collection technique

Qualitative research data collection techniques are observation, in-depth interviews, and documentation studies.

(1) Observations made in this study were observations. Observations were made using participant observation on the object under study, namely those related to communication barriers in the photographer's interaction and the model in the shooting process.

(2) The interviews that the author conducted in the study were intended to find out the views, events, activities, opinions, feelings of the resource persons (subject matter experts). Interviews were conducted to find out about communication barriers in the interaction of photographers and models in the shooting process.

This technique is very important for qualitative research, especially for completing data and obtaining accurate data and appropriate data sources.

(3) In this study, the author also conducted a study of documentation about communication barriers in the interaction of photographers and models in the shooting process. Documentation study conducted in this research traces data from several sources related to this research, for example, literature on photographers, models, and symbolic interactions from communication science books and similar previous studies.

(4) In this study, the informants selected by the researcher were a photographer and two professional models. The technique of determining informants in this qualitative research is purposive sampling (a purposeful sampling technique) that is the sample is taken through certain considerations by the research objectives.

III. RESEARCH FINDINGS

In this section, the author wants to describe the communication barriers between the interaction of photographers and models in the shooting process. Based on the results of interviews and observations that have been made, the author can produce new findings that can be



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Psychological barriers

Dea (not her real name), a research informant who works as a professional model, told about the communication barriers she had experienced in the photographer's photoshoot process.

Dea said that the communication process she experienced in each photoshoot was very diverse because each photographer had a different style and method. It means that Dea as a model has to adapt and adapt to the different characters of the photographer. When Dea did her first photoshoot with a new photographer working with him, Dea felt compelled to follow the adaptation process until he felt he could understand what the photographer wanted. It means that Dea and the photographer must make adaptations so that the shooting process runs smoothly. It is where these so-called psychological barriers occur.

Dea also said that models often experience nervousness if the photographer is a reliable and well-known photographer. It becomes a pressure and a new challenge for models to produce the maximum style and expression according to the photographer's expectations.

The photographer informant, Budi (not his real name), also conveyed almost the same thing. Photographers also experience psychological barriers, especially if they are photographing models that are considered difficult to be directed according to the photo concept that the photographer wants, or difficult to realize the photo concept, idea or idea that the photographer wants. It is considered a trigger for changing emotional mood to become unstable, for example, feeling annoyed with the situation. Photographers do not infrequently experience it. Especially if the photographer and model are tired of doing a long photoshoot that takes all day but has not gotten a photo matching the desired concept, things like this can often make them give up and finish the photoshoot right then and there, and then if they feel the emotional atmosphere has started to improve, they will start their photoshoot activities again.

Dewi (pseudonym), this professional model,

also admits that she experiences the same obstacle, namely psychological barriers. Dewi shared that she also often feels disappointed if the photo taken by the photographer does not match the concept she previously hoped for. In another situation, Dewi also shared that she once did a photoshoot with a photographer whose appearance scared her, and then this made the atmosphere of the photoshoot tense and made her feel uncomfortable. If this happens, the photos obtained will certainly miss the expected concept that will not be achieved. In essence, the psychological factors experienced by the model and photographer during a photoshoot will affect the final photoshoot. Psychological barriers become one of the obstacles to the communication process that occurs between the photographer and the model in a photoshoot.

Semantic barriers

The informants in this study conveyed other obstacles they experienced during the shooting process. The photographer and the model said semantic barriers they felt during the photoshoot.

As explained in the introductory section on semantic barriers, these barriers stem from the symbols' limitations. Several language characteristics make the decoding process more difficult, such as static language while the reality is dynamic. It can be seen from the narratives of Dewi and Dea as models who experience semantic barriers directly in the shooting process.

When photographers direct the style or provide explanations, sometimes they, as models, do not understand what kind of photographer they want. Even though they, as models, have tried to follow the photographer's direction.

In this case, the writer sees that language is static. When photographers convey messages verbally using language, it is often difficult for models to understand as communicants. It is where the semantic barrier comes in.

Language is limited, while the reality is not limited. In this study, the author sees language limitations as a semantic barrier felt by the model and the photographer as the informant of this research.

If examined from language, the author can feel what the photographer and the model experienced. The language is indeed limited, so when the photographer gives instructions, directions, or styles, it is often not understood by the model. Yet, the reality itself is not limited.



Language is abstract. It can be seen from the photographer's interaction and the model during the shooting process. When they interact with each other, there are times when the verbal message is not understood. The photographer and the model admitted that they had tried to understand each other what they wanted, but there were also technical problems or misunderstandings between the photographer and the model because of this abstract language.

Knowledge barrier

In addition to the two obstacles above, the author also finds a knowledge barrier in the interaction of photographers and models in the shooting process.

It can be seen clearly from the description of Dewi as a model, who said that she sometimes did not understand what the photographer meant when it was related to new products or things new to Dewi. Likewise, photographers' educational and cultural backgrounds are also different when meeting new models. It also often hinders the shooting process.

Photographers need to adapt again to the conditions of the model.

It means that knowledge barriers can also occur for photographers and models in their interactions in the photoshoot.

IV. DISCUSSION

Symbolic interaction theory emphasizes the relationship between symbols and interactions. The core view of this approach is the individual (Q-Anees, 2007). Many experts behind this perspective say that the individual is the most important thing in sociology. They say that individuals can be directly studied and analyzed through interactions with other individuals.

According to Ralph Larossa and Donald C. Reitzes (1993) in (West, 2008), symbolic interaction essentially describes a frame of reference for understanding how humans, together with other people, create a symbolic world and how the world shapes human behaviour.

Dadi Ahmadi, in his article, also explains the concept of interaction in the theory of symbolic interaction:

Humans are essentially interacting creatures. The interaction is exclusive between humans and inclusive of the entire microcosm, including human interaction with the created world. In short, humans are always interacting.

Every interaction requires certain means.

Means become a symbolizing medium of what is intended in an interaction (Ahmadi, 2008).

This theory is relevant to the research that the author did.

The author sees that if this symbolic interaction theory emphasizes the relationship between symbols and interactions, then in this study, these symbols and interactions occur in photographers and models who interact in a photoshoot session. Where a photoshoot session, the interaction between the photographer and the model becomes important because the ideas, concepts and ideas to create a photographic work are conveyed through symbols that should be understood, understood and perceived equally between the photographer and the model so that the concept and purpose of the work are made. The photo can be achieved where a photographer conveys the message through a model with the created photo work.

Symbolic interaction exists because the basic ideas form the meaning that comes from the human mind (mind) about the self (self) and its relationship amid social interaction, and the ultimate goal is to mediate and interpret meaning in society (society) where individuals are settled. In this study, it is clear that the basic idea in forming meaning that comes from the human mind is the photographer and the model (mind). Both interact about themselves. They convey messages to each other both verbally and nonverbally (self). It aims to interpret the meaning of the photo work produced from a photoshoot to produce maximum photo work as expected, and obviously, the photo work can be liked and understood by the community (society).

As noted by Douglas (1970) in Ardianto (Q-Anees, 2007), meaning comes from interaction, and there is no other way to form meaning other than by building relationships with other individuals through interaction.

V. CONCLUSION

Based on the results of research carried out on communication barriers in the interaction of photographers and photo models in making photo works, it can be concluded that displaying a photograph is not easy. In a photoshoot, there is an interaction between the photographer and the model, where both of them try to understand each other's desire to



present a photoworkthat is by the wishes of each, although in practice, it is constrained by various obstacles that occur, ranging from psychological barriers, semantic barriers, and knowledge barriers. In principle, this communication barrier occurs between the photographer and the model in a photoshoot.

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