

## **Product Photography Editorial On Instagram Feed @tuloladesigns**

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Instagram as a social networking platform that focuses on visual content such as photography and videography has attracted many users. Easy access, numbers of features and wide reach, instagram widely used as a promotional medium. Tulola Designs is one of Bali's local-based national brands that uses instagram as the spearhead of its promotion. This company focuses on the production and sale of jewelry with Indonesian cultural characteristics carries out professional management on its instagram account @tuloladesigns.

There are two types of visual media uses by Tulola Designs on their instagram, namely photos and videos. Scheduled uploads, conceptual photography and effective copy writing are the keys to give an image and identity to the products offered. The form of Tulola Designs's promotion is carried out through the Instagram feature, namely feed posts, stories, and reels.

In this paper the author focuses on the product photography editorial conducted by Tulola Designs on @tulola.designs instagram feed. The editorial role of product photography is described using a qualitative descriptive method. Visual material methods and online data search are used to reveal the technical and theoretical processes of product photography editorial so that in the end the goal of Tulola Designs's promotion can be implemented properly and product value can be achieved.

*Keywords: Editorial, Product Photography, Instagram, Tulola Designs*

### **INTRODUCTION**

Photography is a process of embodiment of creativity in using a camera medium, with all its mechanical, and chemical processes. Currently, photographic technology is very advanced and experiencing extraordinary acceleration. The original purpose of the presence of photography as a documentation medium changed along with the development of the creative industry where photography is one of the basic elements of advertising media.

In the world of the advertising industry, advertising producers create strong competitiveness so that the product image displayed has a basic value that can carry out an approach to consumers so that consumers better understand the characteristics, functions, and advantages of the advertised product. Consumers need tangible physical evidence from media that can provide confidence. Promotion is then carried out in various ways, including: e-mail sales, public publicity, personal selling and advertising by using visuals of photographic works. Photography is considered capable of being an accurate representation of objects so that potential consumers will be interested. In addition, the advantage of photographic works is that it conveys visualization dynamically.

The presence of advertising cannot be separated from photography technology as a solution to accelerate the work. To fulfill the client's request to advertisers so that their products are quickly known by the public through advertisements, the role of photography is very much needed, such as taking pictures (shooting) the products or models that will be displayed. The development of photography technology makes it easier for the advertising creative team to capture the objects visualized in the work according to the purpose and function of the advertisement. The use of photographic works, as one of the basic elements of advertising media, is accommodated by the development of online-based digital platforms, one of which is Instagram, a platform that focuses more on uploading photography and videography content. The variety of features that support the promotion process is utilized brilliantly by its users. Tulola Designs is a local Balinese jewelry manufacturing and sales company that actively uses instagram as one of its advertising platforms. As an instagram user, @tulola.designs is active in uploading photographic content based on the themes designed in the creative process.

To achieve the desired results, the creative process within the Tulola Designs team applies editorial as a mandatory process to evaluate the product to be advertised. The elements in the editorial start from preprocessing,

processing and the end of the process so that what is promotional content becomes feasible and has selling value to consumers.

## METHODS

To describe the results of the editorial process, the author uses the method of visual materials and online data search as a way to provide data references used in building writing. The creative process from pre, process and post process used descriptive qualitative methods to determine what points were made in order to achieve editorial goals which were used as an evaluation process in determining ideas, concepts, shooting, designs and media results that were realized so that they had attractiveness and selling points for @tuloladesigns instagram feed needs.

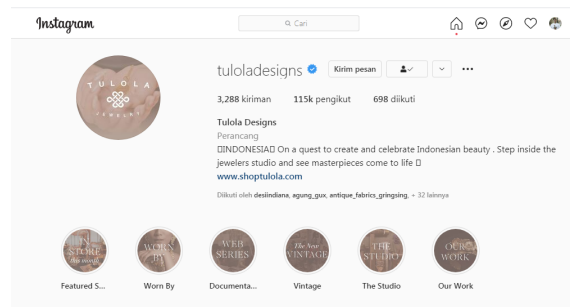
## RESULTS AND DISCUSSIONS

Photos have a strategic position in print or two dimensional advertising media because they provide universal appeal and communication. Photos also make it easy to absorb information quickly, and will be a complementary element of attractiveness in the layout into the designs made. Attractiveness is one of the initial requirements when enjoying advertising, means that every element in the media must be complete, from the basic elements of fine art, illustration, typography, copywriting, and layout. Photographic works have authenticity properties that make them strong, attractive, realistic, other functions simplify views and eliminate many details to make them easier to understand. Through the use of artistic techniques in advertising media, it is intended to intensify meaning, message and mood.

The role of editorial in the creative process is very strategic. In the preprocessing stage until the end of the process related to technical elements. Editorials also play a role in ensuring that everything attached to the Tulola Designs product image has been implemented. The consistency of uploading photographic content on Instagram @tulola. designs within a certain time duration will determine account activity and expand opportunities to reach market segmentation. In line with the opinion of Wallace Baldinger in the book *Aesthetic Dialectic of Advertising Media*, Pujiyanto said photographic works display images that clarify and explain products and services and are a deep expression of the heart to be visualized through images as an explanation of the information conveyed (Pujiyanto, 2013:106).

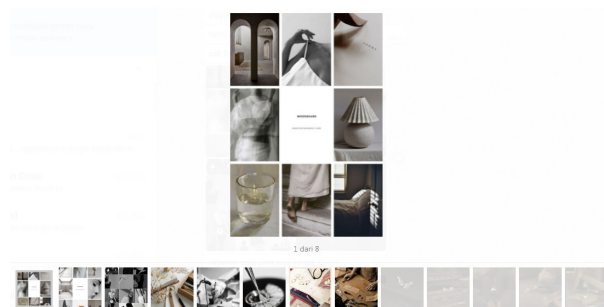
The statement above clearly suggests that photographic work as an element in advertising media must have clear goals and strong concepts so that the synergy of all elements in advertising media works well. In principle, photographic works are very capable of providing a real representation of objects so that they are able to provide

trust and attract consumers' desire to take a further action. Editorial photography refers to images that run alongside text in a publication to help tell a story or educate readers. The Editorial process as an evaluation in the pre-process, the process until the end of the process of working for instagram @tuloladesign is a mandatory process, because the need for content in this feed or page on Instagram requires a special strategy. The author will describe the creative process and divide it into 3 stages of the editorial process for instagram @tuloladesigns.



Feature 1. Instagram @tuloladesigns  
Source : author reproduction, 2021

In the pre-editorial stage, Tulola Designs prepares the things needed in the shooting stage, starting from the moodboard, reference design, property, photographer, camera, lighting and location used for product shooting. Another thing to prepare is the object of jewelry. Tulola Designs usually has a different theme to upload each month. This editorial pre-process stage is carried out by the creative section and the owner's representation is adjusted to the agreed concept.



Feature 2. Moodboard dan references on pre-process editorial  
Source : author reproduction, 2021

The elaboration of the moodboard and reference design is the starting point before the shooting process. This preparation is done one day before the shooting process to provide a clear approach and information to the creative team, especially to photographers who work as executors in shooting. The editorial role in this process also provides education so that the photographic works created will fulfill technical and aesthetic functions. The goal is to promote Tulola Design products based on manual jewelry making, which is usually done by artisans. Emphasis on

this goal must be properly implemented in the work of photography and the concept of advertising.

The next stage is the editorial process. At this stage, the editorial concentrates more on directing the implementation of the previously elaborated concept. The control role of this stage can determine whether or not photographic works are used as advertising media. Photographers, accompanied by assistants, have the roles to manage all the needs for shooting. The work used for shooting at Tulola Designs usually uses 2 different settings. The first setting concentrates shooting with still life objects. Still life is focusing and dominance of the shooting object over the object of jewelry and supporting properties, depending on the concept that has been determined. The second setting of the photo shoot is a collaboration between the object (jewelry) and model as a representation of the use of the product. The next stage is to agree on the color tone so that the atmosphere to be built is in accordance with the initial briefing, whether you want cold or warm colors.

The difference in the concentration of the process in the approach to the concept of photography will be very clearly seen between still life and collaboration models regarding composition, sharp space and point of view. The tendency of still life products to use a macro lens so that the details of Tulola Designs product jewelry are more clearly visible because there are various ornaments, precious stones or very small inlay characteristics to appear as a product identity. The tendency that must be raised in collaborative model and product photography is to convey a more realistic appearance and the compatibility of the wardrobe and atmosphere with the details of the jewelry used. At this stage of the process, editorial has a role to remind that these characteristics are always consistent in every photographic work made.

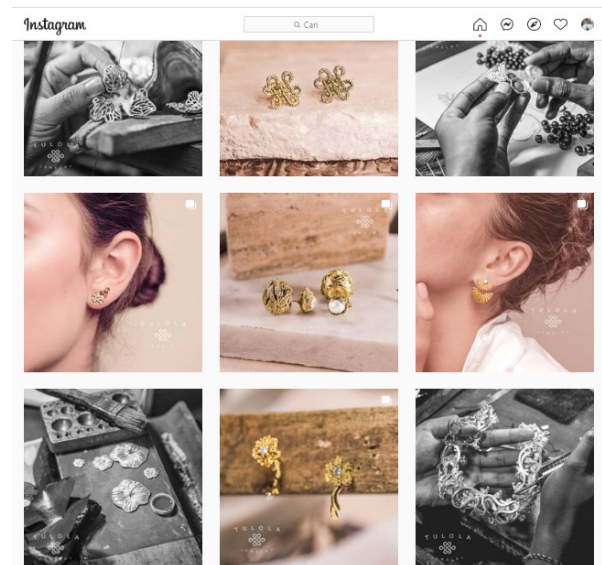
The next stage is the final stage of the editorial process. At this stage, the photo selection process is carried out. Editorial photography must be done carefully. Furthermore, the incorporation of elements that will be displayed in the Instagram feed, including the incorporation of photography and visual communication media which is manifested into layouts, text, illustrations, colors, dimensions and visual strategies. In terms of content, photos on Instagram @tuloladesigns consist of 60% for feed purposes and 40% will be used in the Instagram reels and stories features. The treatment of the process is very different, this stage is mostly carried out by designers and editors who will synergize with each other to realize the main value of the product.

There are basically 3 ways to advertise Tulola Designs products, namely: visual, verbal and symbolic. Each of these methods is applied to Instagram @tulola.designs.

1. Visual photography is used as a visual attraction to attract the interest of the audience to know the intent of the post. The function of the editor emphasizes the visual appeal of this photography on several points: (1) attracting attention, (2) stimulating interest, (3) highlighting unique characteristics, (4) explaining statements (6) creating a distinctive atmosphere, (7) supporting the theme.

2. Verbal with copywriting is presented through: headlines, subheadlines, bodycopy, slogans, taglines in the media that appear in captions or product descriptions to associate images with writing. Headline packs the title to package the advertisement concept briefly, the subheadline (sub title) as an affirmation of the title. Body copy explains the explanation of the development of the advertising concept that is more detailed, complete and persuasive (inviting, convincing and promising). The slogan contains the important position of the brand to determine the desired target market segmentation. The use of this verbal message does not have to be described in length but is concise and clear. The grammatical arrangement in Instagram @tuloladesigns greatly determines the strength of product advertising on its goals.

3. Symbolic. The symbols usually used on Tulola Designs Instagram are manifested in product visualizations that connect the atmosphere and inspiration from the creators in order to strengthen communication between the visuals of photographic works. For example, jewelry products whose shapes are inspired by the stylization of leaves, then real leaves will also be included as objects for comparison in photos. The goal is to provide educational, communicative, functional, artistic and aesthetic messages to the products that are loaded.



Feature 3. The process of developing visual, verbal and symbolic elements on instagram @tulola.designs

Source : author reproduction, 2021

## CONCLUSION

The role of photography editorial in the @tuloladesigns Instagram feed is very important as an evaluation method so that the achievements of photographic works and all elements of visual communication that are used as content have attractiveness, uniqueness, and desire so that consumers quickly understand what is presented as information in it. The role of photography as an element of advertising media in the @tuloladesign Instagram feed is very strategic as a real and reliable visualization. For this reason, it must meet the design principles or principles because photography is an integral part of the advertising media. The rules in question are balance, contrast, unity, rhythm and harmony. In addition, there are several criteria that become an integral part of the design, namely messages, communicative, informative and persuasive grammar which are translated through the combination of photography and captions. In the end, the products offered on Instagram @tuloladesigns have a clear identity to determine the positioning of their products.

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