

ABSTRAK

Martin Alghiffary Ahmad Setiono: *Representasi Budaya dalam Foto Cerita (Analisis Semiotika Visual Kress & van Leeuwen pda “Senjakala Budaya” Karya Shelly Dwi Febianti di Photosspeak.net).*

Di Penelitian ini dilatarbelakangi oleh maraknya arus modernisasi serta pergeseran nilai-nilai budaya lokal yang kerap meminggirkan eksistensi tradisi masyarakat di ruang publik perkotaan, di mana platform digital seperti Photosspeak.net hadir sebagai ruang alternatif bagi para kreator visual untuk mendokumentasikan dan menyuarakan resistensi kultural.

Tujuan dari penelitian ini diarahkan untuk membongkar serta menjelaskan secara sistematis bagaimana makna-makna kultural dikonstruksi melalui elemen visual di dalam rangkaian karya foto cerita (*photostory*) berjudul “Senjakala Budaya” karya Shelly Dwi Febianti yang secara mendalam merekam dinamika kesenian tradisional serta perjuangan komunitas lokal dalam merawat warisan budaya leluhur.

Pendekatan yang digunakan adalah pendekatan kualitatif dengan metode analisis semiotika visual dari Gunther Kress dan Theo van Leeuwen dalam paradigma konstruktivis, di mana karya foto dianalisis melalui tiga metafungsi utama meliputi makna representasional (aktor, tindakan, dan peristiwa), makna interpersonal (sudut pandang, jarak sosial, serta kontak tatapan), dan makna komposisional (nilai informasi serta pembingkai).

Hasil penelitian menunjukkan bahwa melalui aspek makna representasional, karya “Senjakala Budaya” berhasil merekam proses transmisi budaya secara hidup bukan sekadar tontonan pasif, melainkan melalui pengalaman keterlibatan tubuh anak-anak yang berinteraksi langsung dengan atribut tradisional serta ritual di tengah masyarakat. Melalui aspek makna interpersonal, rangkaian foto tersebut mampu membangun kedekatan emosional yang kuat sekaligus memosisikan audiens sebagai saksi langsung atas krisis ruang publik akibat marjinalisasi urban.

Sementara itu, melalui aspek makna komposisional, karya ini berhasil mengonstruksi kontras visual yang tajam antara kesakralan tradisi dan lanskap urban yang terbengkalai, sehingga mempertegas pesan kultural mengenai bentuk perlawanan simbolik dan upaya pelestarian identitas lokal di ruang media digital.

Kata Kunci: *Representasi Budaya, Foto Cerita (Photostory), Semiotika Visual Kress & van Leeuwen, Photosspeak.net.*

ABSTRACT

Martin Alghiffary Ahmad Setiono: *Cultural Representation in Photo Stories (A Visual Semiotic Analysis by Kress & van Leeuwen on "Senjakala Budaya" by Shelly Dwi Febianti at Photosspeak.net)*.

This research is motivated by the rapid flow of modernization and shifts in local cultural values that often marginalize the existence of community traditions in public urban spaces, where digital platforms such as Photosspeak.net emerge as alternative spaces for visual creators to document and voice cultural resistance.

The purpose of this research is to uncover and systematically explain how cultural meanings are constructed through visual elements within the photostory series entitled "Senjakala Budaya" by Shelly Dwi Febianti, which deeply captures the dynamics of traditional arts and the struggle of local communities in preserving ancestral cultural heritage.

The approach employed is qualitative utilizing Gunther Kress and Theo van Leeuwen's visual semiotic analysis method within a constructivist paradigm, in which photographic works are analyzed through three main metafunctions: representational meaning (actors, actions, and events), interpersonal meaning (perspective, social distance, and gaze), and compositional meaning (information value and framing).

The results of the study indicate that through the aspect of representational meaning, the work "Senjakala Budaya" successfully captures the process of live cultural transmission not merely as passive spectatorship, but through the bodily engagement experiences of children interacting directly with traditional attributes and community rituals. Through the aspect of interpersonal meaning, the photo series is able to build strong emotional closeness while positioning the audience as direct witnesses to public space crises caused by urban marginalization.

Meanwhile, through the aspect of compositional meaning, this work successfully constructs a sharp visual contrast between the sacredness of tradition and abandoned urban landscapes, thereby reinforcing the cultural message regarding forms of symbolic resistance and efforts to preserve local identity within digital media spaces.

Keywords: *Cultural Representation, Photostory, Kress & van Leeuwen Visual Semiotics, Photosspeak.net.*