



Empowering Wedding Photographers Through Penta-helix Approach

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Abstract: *Wedding photography is a field of photography that has immense potential for development. However, producing high-quality wedding photography requires a solid foundation, especially in terms of incorporating messages or stories into photography and the wedding photography business. This community service activity aims to improve the essential competencies of wedding photographers, especially in terms of incorporating messages or stories into photography and the wedding photography business. This community service activity was conducted by providing training and workshops on wedding photography to photography communities. The training and workshops were conducted with the Penta helix principle, which is a collaboration between Telkom University, DOSS Bandung, the Snapshot community, the DISBUDPAR of Bandung Regency, and APFI. The results of this community service activity showed that there was an improvement in the quality of photography among participants, especially in terms of lighting and camera angles.*

Keywords: *wedding photography, quality improvement, camera angles, empowerment, penta-helix*



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Introduction

Culture has a broad meaning, namely civilization, which is understanding a nation in a complex manner. It includes science, belief, art, morals, laws, and customs (customs)¹. The development of increasingly advanced media can be a bridge that has the potential to be used as a tool for cultural preservation, making the conversion process into a process of utilization and development. The statement is supported by the promotion of culture, where management develops towards utilization and development. The role of the media in the process of conservation and cultural

¹ Koentjaraningrat, *Pengantar Antropologi* (Rineka Cipta, 2005).

development has become very large². The use of technology and increasingly advanced civilization is a link for the sustainability of cultural existence that can be conveyed to the public in the form of science packaged into engaging content. Wedding photography is also a reflection of culture, not just a way to capture a special day³.

The wedding industry in Indonesia has continued to proliferate in recent years. This is supported by the increasing needs of the Indonesian people, who vary, and the growing number of weddings carried out outside the building. Wedding photography is one of the most popular fields of photography⁴. Marriage is a sacred moment and full of happiness. Therefore, many people want to capture the moment with photography. Photography is an ideal medium to capture moments. With photography, people can look back on important moments in their lives whenever they want. However, to become a professional wedding photographer, adequate knowledge and skills are required. In addition to technical skills, it is essential to approach photographic objects so that there is trust and openness⁵. The Snapshot *photography community* is one of the communities under the auspices of the Bandung Regency *DISBUDPAR*, in addition to MSMEs and other creative economy actors⁶. This community consists of beginner and professional photographers who share the same interest in photography. In general, training activities in the Abdimas program encourage participants or the target community to improve the quality of their work along with improving conceptual and technical skills. Wedding documentation photography can't be a career that someone suddenly recognizes. Usually, clients will look at the portfolio first or even a partnership with a *wedding organizer*⁷.

² Dewi Aprina Sentia, "Peran Media Dalam Melestarikan Kebudayaan Tradisi Ba'arak Naga Banjarmasin Kalimantan Selatan," in *Seminar Nasional Seni Dan Desain* (Surabaya: FBS Unesa, 2018).

³ Lili Corbus Bezner, "Wedding Photography: 'A Shining Language,'" *Visual Resources* 18, no. 1 (2002).

⁴ Sara Dunn, *State of the Wedding Industry Survey 2022-2023*, 2021, accessed September 23, 2023, <https://saradoesseo.com/wedding-marketing/wedding-industry/>.

⁵ Ridzki Rosfah Puggaan, "Fotografi Dokumenter Budaya Pernikahan Adat Jambi Dengan Pendekatan Emik Dan Etik," *spectā : Journal of Photography, Arts, and Media* 4, no. 1 (2020).

⁶ Muhammad Maliq Fajar, Arief Johari, and Harry Atmami, "Analisis Visual Fotografi Pre-Wedding Konsep Street Fotografi Karya Naturallica Photo," *Jurnal Desain* 8, no. 3 (2021).

⁷ Hafiza Adlina and Nana Dyki Dirbawanto, "Rekomendasi Strategi Ekspansi Dan Strategi Promosi: Studi Pada Fauve Imagine Photography Service," *Jurnal Ecogen* 5, no. 1 (2022).

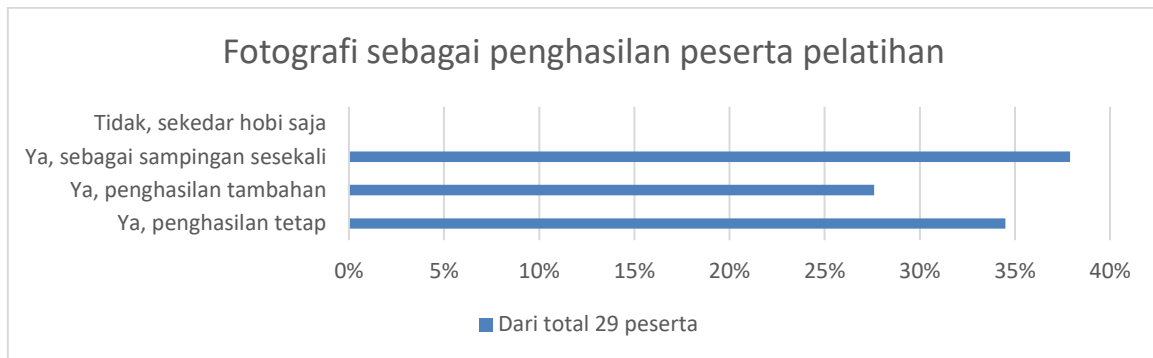


Figure 1. Overview of the photography profession by income (%) (source: community service activities, 2023)

Of the more than 75 participants who attended, 29 of them gave an overview of their economic situation. As many as 34% stated that photography is used as a fixed income; the rest is an additional income and an occasional side income. This means that about five out of ten photographers rely on their earnings for their photography skills. If technical and marketing skills do not support them, they will gradually be eroded by the increasingly varied demands of clients and educated professional photographers. As many as six of the ten trainees who attended had a high school education background. This means that so far, they have developed photography competencies independently based on their experiences, client evaluations, and training that they have participated in through the internet or in person.

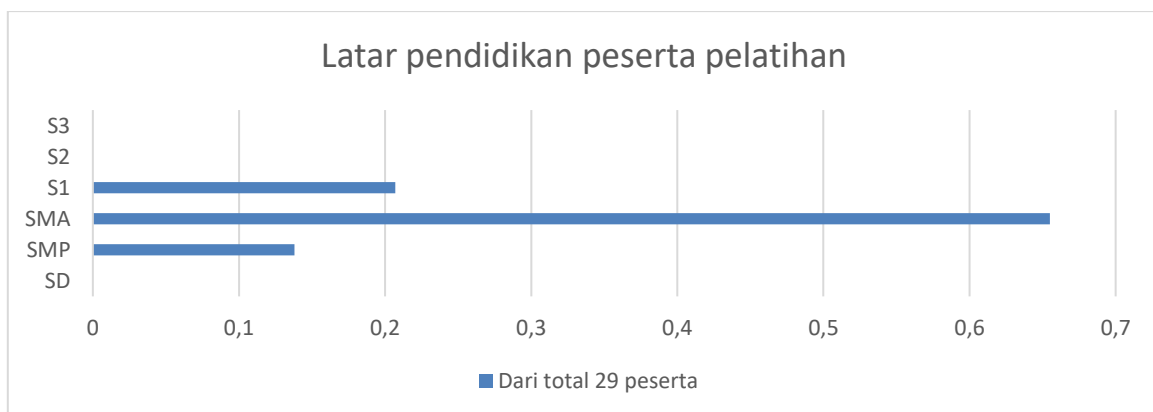


Figure 2. Overview of the educational background of the trainees (%) (source: community service activities, 2023)

On another question, we collected data on their income every month; as many as 6 out of 10 trainees, their average income was in the range of one and a half to two and a half million rupiah per month. This shows that the level of economic prosperity of creative actors in the field of multimedia, especially photography, has not yet earned a decent income. In fact, the Head of Promotion and Creative Economy of the Bandung Regency DISPARBUD, Vena Andriawan, in his speech, said that the creative sector, especially the film sector and *pre-wedding* services in the Bandung Regency

Government Complex area, has many *spots* or areas used as filming locations. This means that the potential for the development of the photography profession or other media recording is huge and can be used by creative actors in Bandung Regency.

This wedding photography training was held with the aim of increasing participants' understanding of wedding photography so that they can produce quality photos. In addition, this training also aims to promote and introduce activities carried out by the photography community and creative industry players in Bandung Regency. This training discusses the basic materials of wedding photography, including the elemental composition of photography, lighting, and the values of wedding moments. In addition, insights into the wedding photography business are also conveyed with an outline of the wedding photographer's mindset, business tips, RAB simulations, and possibilities that will occur in their communication with clients. This wedding photography training is expected to be a means to improve participants' understanding and skills about wedding photography. Thus, participants can produce quality wedding photos and can contribute to the field of promotion and tourism documentation.

In addition to technical expertise, a photographer's communication skills are essential in relation to his direction and approach to the subject being photographed. Communication makes the bride or her family more comfortable in fulfilling the photographer's wishes when given direct direction. Based on the results of the study, the emic and ethical approach can help photographers produce more objective and informative documentary photos. An emic approach can help photographers understand the cultural values that exist in the objects they photograph. In contrast, an ethical approach can help photographers avoid bias in taking pictures⁸. Thus, it will build a comfortable, calm, cheerful atmosphere and produce good photos.

Several similar activities have been carried out in other institutions. For example, ISI Yogyakarta provides training through its coaching program on applied arts and art technology, smartphone photography techniques⁹, and Basic Photography Training for Tourism Village Promotion¹⁰. From the results of the search, most of the implementation of community service activities about photography, which was conveyed, was about basic techniques for the needs of the target community in general, not specific to special skills.

The problem in the Snapshot community is their limited knowledge of wedding photography. Most members of the Snapshot community base their shooting techniques on their intuition. Therefore, some of their works do not comply with the shooting

⁸ Puggaan, "Fotografi Dokumenter Budaya Pernikahan Adat Jambi Dengan Pendekatan Emik Dan Etik."

⁹ Ida Susanti et al., "Pelatihan Smartphone Fotografi Pada Pelaku UMKM Di Tanggerang Selatan," *Dikmas: Jurnal Pendidikan Masyarakat dan Pengabdian* 3, no. 2 (2023).

¹⁰ S. I. Khasanah et al., "Pelatihan Dan Pendampingan Fotografi Sebagai Upaya Peningkatan Kualitas Dokumentasi Di Desa Wisata Ngerangan," *JUKESHUM: Jurnal Pengabdian Masyarakat* 2, no. 1 (January 31, 2022): 9-17.

standards formulated by the Indonesian Photography Professional Association.

Method

This activity was carried out face-to-face. We apply the Penta helix principle in accordance with the direction that the institution drives. Departing from our initiation with a scientific background in the field of visual communication to disseminate knowledge and photography techniques. On the same vision of developing cultural potential, we collaborate with the Bandung Regency Culture and Tourism Office by providing places. For other supporting equipment and facilities, DOSS Bandung, as one of the industries engaged in video and photography equipment, is willing to cooperate. The Snapshot Photography Community, under the auspices of the Bandung Regency DISBUDPAR and the coordination of the Indonesian Photography Professional Association (APFI), became participants in this Abdimas activity. APFI also plays a role as a medium for information on activities through its official Instagram account.

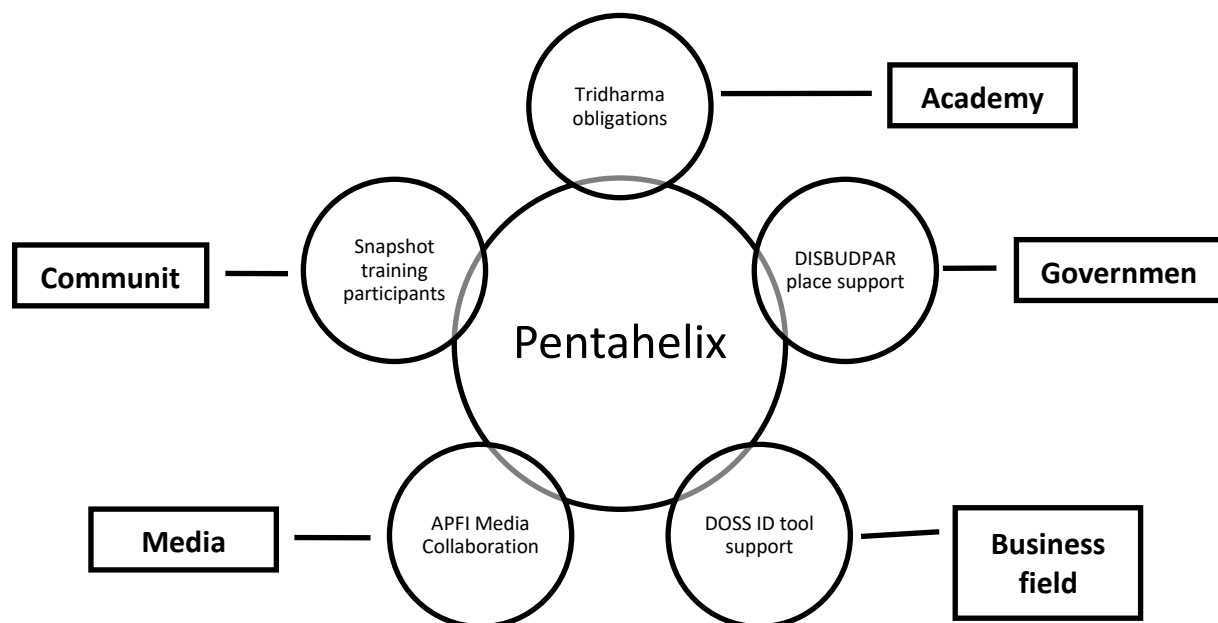


Figure 3. Penta helix Method in the Implementation of Community Service

Solutions are provided through wedding photography training and *workshops*. The material presented was divided into four. The first is about the basic concept of the photography business, as well as tips and mistakes that are usually made by photographers, especially in the world of wedding receptions by Rizki Trestianto, a photographer certified by the Ministry of Education and Culture, BNSP, and *Leskofi* level III. The second is about capturing moments of happiness, the third is about composition and *framing*, and the last is about lighting by ABO, a photographer of weddings, fashion, and fine arts.

We assessed one of the participants' photographic results by analyzing the aesthetic elements of photography according to Irwandi. Visual aesthetic elements in photography consist of ten elements: light, tone, shadow, shape, line, scale, perspective, texture, space, and composition¹¹.

Result

Cooperation with DISBUDPAR has been carried out sometime before in other programs. This time we managed to coordinate with the Head of the Service to realize Abdimas activities, training programs and wedding photography workshops. DISBUDPAR Bandung Regency is willing to contribute to the form of a meeting room and its equipment, such as chairs, projectors, whiteboards, and other assistance personnel to support the smooth running of activities, which, if converted into rupiah is equal to the value of Rp 10,000,000.

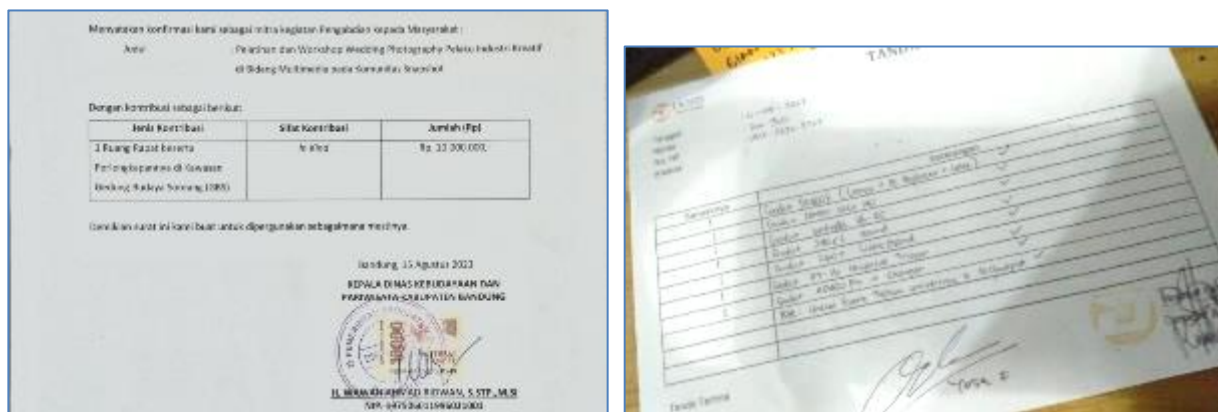


Figure 4. Form of cooperation with DISBUDPAR (left); cooperation with DOSS Bandung (right)

The collaboration with DOSS Bandung is also the first time Telkom University has collaborated with DOSS after previously organizing a public lecture on basic photography. This time, DOSS is willing to support the activity by lending some standard equipment for wedding photography needs on a voluntary basis. This collaboration is carried out to support the development of photography professional competence, so it is hoped that there will be an increase in the equipment owned by photographers.

The role of APFI in this activity is vital. In addition to providing information on activities for prospective trainees, APFI collects data on participants within a certain limit so that it does not exceed the capacity of the place provided by the Bandung Regency DISBUDPAR. APFI also helps us find competent and suitable speakers in the field of wedding photography.

¹¹ Irwandi and M. Fajar Apriyanto, *Membaca Fotografi Potret: Teori, Wacana, Dan Praktik* (Yogyakarta: Gama Media, 2012), https://books.google.co.id/books?id=_LSvmwEACAAJ.



Figure 5. Form of cooperation with APFI Bandung Regency (left) and with the Snapshot Community (right)

We invite members of the Snapshot photography community to be training participants. The *Snapshot* community is made up of trained or self-taught photographers, almost half of whom rely on additional income from photography activities. With the holding of this activity, their ability to photograph the bride and groom's family at a wedding reception will increase. The increase in technical skills and experience of a photographer will also add value to the income they rely on.



Figure 6. Implementation of wedding photography workshop

From the feedback obtained from the activity, several indicators obtained an assessment above 80%. An assessment above 80% is a benchmark for the success of the achievements we determine. One of the four that can be said to be successful is the suitability of the material for the needs of the participants. With this measure, we can conclude that the material presented by the speakers in this activity is in accordance with the needs of the participants. The second is the usefulness of the material delivered by the two speakers in this activity for the participants, and another related

achievement that is said to be successful is the ease of participants understanding the material presented. From these three related achievements, it can be said that one of the advantages of this activity is the success of the selection of speakers and the selection of material topics that suit the needs of the participants. Thus, this activity has a significant impact on increasing the knowledge of trainees and workshops, especially coupled with the expectations of trainees who are so excellent at implementing other similar activities for the next time.

Table 1. Feedback data from trainees and workshops

No	Access	Feedback (%)				
		1 - Strongly disagree 5 - Strongly agree				
		1	2	3	4	5
1	Suitability of the material to the needs of participants				17	83
2	The usefulness of the material for participants			3	10	86
3	Suitability of the time of the implementation of the activity			17	24	59
4	Ease of material to understand			3	14	83
5	Providing good service for participants			7	21	72
6	Hope for similar follow-up activities				10	90

Two of the total six targets for the achievement of this activity are below 80%, namely the suitability of the implementation time of activities and the services of the activity organizers. This activity was carried out for seven hours in one day, starting from 09.00 WIB to 16.00 WIB. There is an opening and welcome session for approximately 15 minutes, a coffee break session for approximately 15 minutes, a lunch break for approximately 30 minutes, and a break for Dzuhur Prayer and Asr Prayer for approximately 30 minutes. So, the total time of the training and workshop is five hours and 30 minutes. Of course, the amount of time for the material presentation session questions and answers, plus the shooting practice session, is very lacking. Ideally, the time for the presentation of the material is carried out for one hour for presentation and another hour for discussion and question and answer. For practice, ideally, one hour is required for preparation, one hour is needed for demonstration, and two hours is required for workshops, so the total needed net time is six hours. This is a weakness in the activities we hold that is related to our budget limitations.

This activity was designed with the cooperation of several parties involved. We coordinate on the sidelines of our busy schedule and in a short time so that communication between parties becomes limited. During the implementation of the activity, we collaborated with *DISBUDPAR* and APFI. APFI assisted us in coordinating the consumption of activities and coordinating practical support equipment with DOSS Bandung. *DISBUDPAR* assists us in providing all needs, such as chairs, projectors, tables, whiteboards, participant attendance documents, and other needs. Therefore, various complex needs are met by several parties with short communication, and the services to

the trainees and workshops do not run well.

Discussion

Coordination between institutions is an essential aspect of building collaboration between parties. The purpose of collaboration is none other than to aid in a targeted manner¹². Prior to the cooperation in this activity, several collaborations had been carried out with the Bandung Regency Culture and Tourism Office, namely, the Independent Campus Competition Program organized by the Ministry of Education, Culture, Research, and Technology with the theme Branding and Tourist Destinations, Cultural Research, and Tourism Villages. The coordination that has been established takes advantage of contact with the Indonesian Photography Professional Association to be partnered as an information medium and coordination with the Snapshot photography community. Meanwhile, from the business side, he has collaborated with DOSS Bandung in public lecture activities with the theme of basic photography techniques. For these cooperative relationships, community service activities were initiated by collaborating with several related parties to create the right synergy and achieve the goal, namely improving photography competence in several Creative Industry actors in the field of Multimedia, especially wedding photography.

Penta helix is a development or simplification of quadruple helix, which focuses on the development of creativity, innovation, and technology in the creative industry^{13,14}. The quadruple-helix model covers all essential aspects of creating mutually beneficial collaborations. However, the role of the media in the era of industrial technology 4.0 has become challenging to rule out. The role of the mass media is to embrace the community and act as a liaison or intermediary with other collaborating parties in this Penta helix approach. Not only that, but the media also becomes a "tongue link" to the possibilities of activities with different patterns of cooperation. The proof is that after this activity took place, several parties were contacted to offer collaboration in planning the implementation of other similar activities. So, the media today has a role that is no less important than other positions. Therefore, Penta helix is the ideal approach to realize community service activities, especially since the theme carried is photography, which is a primary tool used by mass media actors.

Penta helix can help strengthen the economic resilience of village communities

¹² Putu Franciska Fajarini, "Konsep Pentahelix Dalam Logistik Kemanusiaan," *Supply Chain Indonesia*, last modified March 17, 2023, accessed October 10, 2023, <https://supplychainindonesia.com/konsep-pentahelix-dalam-logistik-kemanusiaan/>.

¹³ Robby Ul Pratama Al Amin, "Sinergi Pentahelix Dalam Peningkatan Inovasi Startup Digital Kota Cimahi" (Universitas Komputer Indonesia, 2021), accessed October 10, 2023, <https://elibrary.unikom.ac.id/id/eprint/5053/>.

¹⁴ Sakshi Aggarwal and Stavros Sindakis, "Four Pillars of Quadruple Helix Innovation Model: An Approach for the Future," in *Entrepreneurial Rise in the Middle East and North Africa: The Influence of Quadruple Helix on Technological Innovation* (Emerald Publishing Limited, 2022), 9-28.

by finding partnership patterns to realize the development of village potential¹⁵. The development of tourism potential in the Pekanbaru City Area is a successful model of the Penta helix approach in integrating shopping centers and recreational objects so that it can create jobs for the surrounding community¹⁶. Even the National Research and Innovation Agency also utilizes the Penta helix collaboration for anticipation, preparedness, and disaster management in the Indonesia Research and Innovation Expo¹⁷.

The cooperation that has been carried out is in the scope of the theme "encouraging the tourism sector," especially for the Bandung Regency area. The focus of this activity is to improve the competence of domestic photographers in developing the ability to capture the memorial moments of the wedding reception by raising cultural elements through traditional ornamental photography objects worn by the bride. Penta helix is a concept of cooperation that was first implemented by the tourism sector in Indonesia¹⁸. Based on the Regulation of the Minister of Tourism of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations¹⁹, It is necessary to drive the tourism system (academics, businessmen, communities, government, and media) to create quality facilities and services so that the sector provides benefits and advantages to the environment and society. Through the medium of photography, cultural elements in the tourism sector are immortalized and regenerated by users' interest in their photographic works.

The four aesthetic elements emphasized in this service activity are perspective, composition, lighting variables, and the bride's body gestures. These four elements are contained in the formulation of National Competency Standards number 133 of 2019²⁰.

¹⁵ Mustikorini Indrijatiningrum, "Pentahelix, Lima Unsur Kekuatan Dalam Pengembangan Potensi Desa Dan Kawasan Perdesaan Kian Mendapatkan Respon Positif," *Kementerian Koordinator Bidang Pembangunan Manusia Dan Kebudayaan*, last modified February 20, 2021, accessed October 11, 2023, <https://www.kemendikbud.go.id/pentahelix-lima-unsur-kekuatan-dalam-pengembangan-potensi-desa-dan-kawasan-perdesaan-kian>.

¹⁶ Resa Vio Vani, Sania Octa Priscilia, and Adiando Adiando, "Model Pentahelix Dalam Mengembangkan Potensi Wisata Di Kota Pekanbaru," *Publikauma : Jurnal Administrasi Publik Universitas Medan Area* 8, no. 1 (June 26, 2020): 63–70.

¹⁷ Humas BRIN, "BRIN Inisiasi Kolaborasi Pentahelix Untuk Kesiapsiagaan Bencana Di Indonesia," *BRIN News*, last modified October 28, 2022, accessed October 11, 2023, <https://www.brin.go.id/news/110647/brin-inisiasi-kolaborasi-pentahelix-untuk-kesiapsiagaan-bencana-di-indonesia>.

¹⁸ Dendy Raditya, "Penta-Helix Dan Perubahan Sosial," *Fisipol UGM Creative Hub*, last modified October 1, 2021, accessed October 10, 2023, <https://chub.fisipol.ugm.ac.id/2021/09/01/penta-helix-dan-perubahan-sosial/>.

¹⁹ Kementerian Pariwisata Indonesia, "Permenparekraf Nomor 9 Tahun 2021" (Indonesia: Permenpar, 2021), accessed October 10, 2023, <https://peraturan.bpk.go.id/Details/203906/permenpar-no-9-tahun-2021#:~:text=Permenpar%20No.%2014%20Tahun%202016%20tentang%20Pedoman%20Destinasi%20Pariwisata%20Berkelanjutan>.

²⁰ Kemenaker, "SKKNI Subbidang Fotografi" (Indonesia: Menteri Ketenagakerjaan Republik Indonesia, July 4, 2019).

The perspective element is covered in the Determining the Shooting Angle competency unit, the composition element is covered in the Determining the Composition of the Shooting competency unit, the lighting element is covered in the Determining Lighting Variables competency unit, and the Determining Irradiation Device competency unit, and the bride's body gestures are covered in the Conducting Human Photography competency unit, and the Implementing One-Person, Couple, and Group Poses competency unit.

The determination of these elements is also considered based on the standard abilities formulated in competency-based training by the Directorate of Competency Standardization and Job Training²¹. This training establishes the clustering of participants' educational backgrounds at the Minimum SMK / High School equivalent stage. This is in accordance with the tendency of the participants who attended our training who both had the same high school education background. The competency units used in this training are Choosing the Camera Type, Determining Lighting Elements, Setting Image Sharpness, Determining the Shooting Angle, and Determining the Shooting Composition. Judging from the level of difficulty, it can be said that this training is aimed at beginner photographers. Meanwhile, our activities were attended by community members who incidentally have experience in taking photos in a trained or self-taught manner. Thus, the technical aspect or unit of competence that we determined is a little more specific to the realm of wedding photography, namely by adding the Human Photography competency and the Couple Pose competency. However, if referring to the Intermediate Photographer Cluster Competency Test, the competency units used will be too complex because they use 12 competency units.

To measure the success of the training activity, we conducted a photographic analysis of one of the participants, Riki Hamdan. The aesthetic elements of photography used to explore the structure in Wedding Photography are four (four) aesthetic elements used in the world of photography: light, gestures, composition, and perspective. We dissected these aesthetic elements in the photography of the trainees in pictures 7 and 8.

²¹ Muchtar Azis, "Program Pelatihan Fotografi Dasar," *Kemnaker RI* (Jakarta, November 2021), accessed October 11, 2023, <https://proglat.kemnaker.go.id/programs/336acefe-9084-4cf3-af58-7d977dbbdd34/versions/1>.



Figure 7. Riki Hamdan's photography work before attending the workshop

Photo analysis: Looking at *Figure 7's* photo work, the composition of the photo makes viewers feel uncomfortable looking at it because the angle of the image is not right and seems oblique. The gesture of the bride and groom, who is already fitting, feels disproportionate because of the angle of taking from below (low angle). For connoisseurs of works, composition, lighting, and perspective in Table 1 are always essential parts so that the aesthetic element or beauty becomes a unit that depicts the sacred atmosphere of the wedding. Technically, the direction of light does not fall appropriately because, at the top of the stage, the lighting feels insufficient and results in ordinary memorable photos, even though this is an essential moment in the couple's life.

Table 4. Surgical analysis of aesthetic elements in participants' photographic works before participating in the workshop

Aesthetic Elements	Impression
Light	Dimmed, creating an ordinary atmosphere
Gesture	Uncomfortable body pose orientation position.
Composition	Unbalanced, too much free space
Perspective	Taking pictures from below gives the impression that the image is not comfortable to look at



Figure 8. Riki Hamdan's photography work after attending the workshop

Photo analysis: For connoisseurs of the work, composition, lighting, and perspective are always essential parts so that the aesthetic element or beauty becomes a unit that depicts the sacred atmosphere of the wedding. Some of the points that were made during this workshop were to correct the missing parts, both from the photographer's position in taking the picture, making sure the position of the object is in accordance with the composition so that it is aesthetically attractive to see, this is also related to how a photographer directs the model to get the right shooting angle, and technically in the shoot explains the direction of the lighting angle so as to give an extraordinary visual moment. Maximizing the three parts of photography, composition, light, and perspective, will provide maximum results for wedding photo works.

Table 5. Dissection of aesthetic elements in participants' photographic works after participating in the workshop

Aesthetic Elements	Impression
Light	Dimmed, making the atmosphere warmer
Gesture	Body pose gives comfort and makes the viewer comfortable.
Composition	The position is balanced, and the placement of objects in the center feels firm.
Perspektif	Shooting in line with the direction of the eye gives a sense of comfort.

In the lighting assessment, the competency unit with the unit code M.74FTG00.008.2²² suggests knowledge of the source and direction of coming light that can affect the image. Meticulousness and precision in determining the direction of light are attitudes that a wedding photographer must have. This is related to the venue used for the wedding reception, which is not always held indoors and not always held during the day. Therefore, the ability to determine the irradiation device with the unit code M.74FTG00.009.2 is also needed to accommodate these conditions. The comparative sample of the training process showed an improvement in the application of the color temperature principle compared to the previous results, which looked pale, more pronounced, and warmer.

Wedding portraits are inseparable from the object of the bride and groom in one frame. This ability is covered in the competency unit of Applying Couple Poses (M.74FTG00.044.2), which is based on the competency unit of Doing Human Photography (M.74FTG00.021.2). In addition to poses, what is also essential in this ability is the flexibility to communicate with clients about digging up information about client needs and communicating shooting ideas to clients and the work team. In the training, participants are encouraged to communicate their ideas with the model bride and groom. As a result, not only does the body pose look more comfortable, but in terms of facial expressions, the object being photographed also shows comfort so that it is also more comfortable to see.

Next is the ability to arrange the main objects and supporting elements in the image field listed in the unit code M.74FTG00.007.2. This is related to the balance of the ratio of the bride's body size to the surrounding supporting elements. There is no definite provision about the ratio, but the idea is reasonable, which is what photographers consider when determining the ratio. This competency also shows that the photographer is sensitive in choosing the proper main object and supporting elements, so the ability to determine the shooting angle (M.74FTG00.005.2) also plays a role in this ability. The results of the training showed that there was a change in the composition of the bridal object, which was to be enlarged and more suitable.

The Determining Shooting Angle (perspective) competency unit divides the unit into two competency elements, namely, determining the narrowness of the area in the viewfinder and determining the position of the camera relative to the shooting object. The designation of Perspective simplifies the unit. The criteria assessed refer to point 2.1 in the Competency Unit, namely, the height of the camera adjusted to the proportion of the object. The results of the assessment of the perspective aspect of the fourth row in Tables 1 and 2 show a higher angle change, so it is considered comfortable to see the photo results.

²² Kemenaker, "SKKNI Subbidang Fotografi."

Conclusion

The implementation of Community Service activities that we initiated successfully applied the Penta helix principle, namely by collaborating with the government, businesspeople, and the media to provide training and workshops to the Snapshot photography community. Some of the measures of the success of participants after participating in this activity are gaining insight into the world of photography business for income sustainability. In terms of knowledge of photography techniques on aesthetic elements, there are several points of achievement of community service activities. First, the lighting technique did not produce an impression; after training and workshops, it became a warm impression. In gesture techniques, the photographer's position previously made the photo results less comfortable to see; after training and seminars, the right position of the bride's body became optimal with the right shooting angle, and the result was also comfortable to see. In composition techniques, there used to be a lot of unnecessary blank space in the photographic results; after training and workshops, it became full, and the center position was firm. In the perspective technique, the shooting direction was too low, so it was not comfortable to see; after the training and workshops, it became eye level and more comfortable to see.

In terms of the implementation of activities, there were four achievements, including the material delivered by the speakers according to the needs of the participants. According to the participants, the material presented was helpful for them. In addition, the material presented was easy for participants to understand. Participants also really hope for other similar activities on the next occasion.

From these achievements, we have opportunities for further implementation. If we convey photography in weddings in this activity, then the next material opportunity is wedding videography related to cinematography and audiography that affects the representation of the reality of events.

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