

Symbolic Interaction of Portrait Photography by Indra Leonardi

Andang Iskandar, Cece Sobarna, Deddy Mulyana, Yuyu Yohana R

Fakulty of Arts (FIB), Padjadjaran University, KM 21 Raya Bandung Jatinangor Street, Sumedang, 45363, West Java, Indonesia

Abstract

Social interaction between a photographer with the object presents a symbol and meaning that arises from the results of the agreement. How photographic process actions in particular give meaning only understood by both, as actors to influence each other and influenced. This journal article describes the symbolic interaction of potrait photography by Indra Leonardi. The Symbolic interaction is the interaction that gave rise to the special meaning and riset to subjective interpretation results by Indra Leonardi interaction with others or his environment. This study used a qualitative approach with a method of Pierce semiotics phenomenology and symbolic interaction analysis. The researcher involved with informants in the preparation process, interaction with a model by Indra Leonardi with an object or a model and his environment. This research result explains the symbols used in photography by Indra Leonardi in a specific moment like a meaning of marriage with the symbol such as car, shoes, balloons, bracelets, rings, kisses, flowers, buildings, piano and so on. In addition, lighting techniques and blur are found almost in photo by Indra Leonardi. Second, the same idea as the previous photo such as the use of cars, shoes and blur techniques.

Keywords: symbolic interaction, potrait photography, Indra Leonardi

1. Introduction

Social interaction between a photographer with the object presents a symbol and meaning that arises from the results of the agreement. How photographic process actions in particular give meaning only understood by both, as actors to influence each other and influenced. This journal article describes the symbolic interaction of potrait photography by Indra Leonardi. The Symbolic interaction is the interaction that gave rise to the special meaning and riset to subjective interpretation results by Indra Leonardi interaction with others or his environment.

Indra Leonardi was born August 19, 1964 in a family closely related to photography. His father, Gunawan Leonardi comes from Medan then moved in 1971 founded family business in the photography namely King Foto (www.kingfoto.com) when he was 45 years old. Now, King Foto Director by Indra Leonardi. Indra Leonardi has two children named Christie, Peter and his wife, Lily Marita Sajoto. King Foto is the biggest studio in Indonesia with more than 300.000 customers and the superbrand awarded.

King Foto customers from companies (state, national, international and private, social organization, education institutions and commercial), public figures (politicians, celebrity, artist, businessman and others professions). He is also working on a potrait family from middle class segmentation from foreign countries.



Picture 1. Indra Leonardi

Source : <http://www.the-leonardi.com/#!/images/our-team//1>

Indra Leonardi in 1998 founded photography services focused on a potrait genre “The Leonardi Portraiture (The Leonardi Photography dan Videography)”. His photography characteristic presenting mood, expression and personality of the subject and aesthetics by photography technique. Indra Leonardi’s portfolio

such as personal potrait, couple (prewedding-wedding), family, corporate, maternity, baby and publication.

Indra Leonardi get the large number awards such as The American Society of Photographers dan The British Institute of Photographers, Indra Leonardi graduaded Brookes Institute of Photography, California, AS with prestigious photography award-winning in America especially marriage and potrait category. The awards (www.kabarinewas.com) ever reached was (1) Achieved “Fellowship” Degree from The American Society of Photographer, AS. The award was given to professional photographers who have achievements to the professions and countries (July 1999).(2) Fuji Masterpiece Award di Western State, AS (1998). (3) The Champion1, 2 and 3 in Wedding Category di Western State Competition, California, AS (1998). (4) Wedding Portraits Photographer of Year dari British Institute of Photographer Award (1998). (5) Regional Medallion Award from Kodak (1998). (6) Gold Medallion Award from American Society of Photographer. The photograph titled “Madonna and Child” (1997). (7)“Fellowship” from British Institute of Professional Photographers (1997). (8) “Accolade of Outstanding Photographic Achievement” and “Accolade of Photographic Mastery” from Wedding & Portraits Photographer Internasional, AS (1997). (9) “Master of Photography” from Professional Photographers of America (1995).

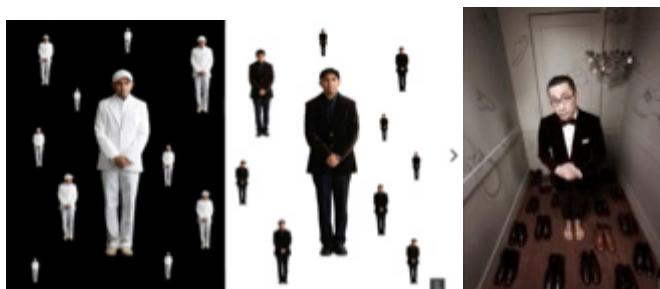
Indra Leonardi got influenced of portrait photographer such as Anie Leibovitz, Yousuf Karsh and Philip Steward Charis in terms lighting technique, pose, gesture, expressions, symbols and how to build interaction with subject. Indra Leonardi had captured the hundreds of luminaries such as politics, entertainment, sports and other professions.

2. Method

This study used a qualitative approach with a method of Pierce semiotics phenomenology and symbolic interaction analysis. The researcher involved with informants in the preparation process, interaction with a model by Indra Leonardi with an object or a model and his environment. Phenomenology observed differences of elements that occur in any condition bot real and unreal that we feel, understand and so on. Precission technique (Houser, 2010 : 95) separates the elements of experience. Phaneron is all mind in fact or fiction.

3. Result and Discussion

Indra Leonardi used many symbols in wedding moments with shoes, balloons, bracelets, rings, kisses, flowers, buildings, piano and so on. In addition, lighting and blur techniques founded almost in Indra Leonardi’s Photograph. The symbol interaction happened, first, same properties and pose used again in photography session. Second, same idea with the previous photograph such as cars, shoes and blur techniques. The hand position in Indra Leonardi photograph.



Source : www.the-leonardi.com

Shoe symbol becomes symbolic interaction Indra Leonardi’s photograph. The Shoe with flowers, rings and doll.



Source : www.the-leonardi.com



Source : www.the-leonardi.com

Shoe symbol described by girls, boys or a couple of bride. The shoe described in black and white photographs and color with blur and shadow technique. The symbol of shoe combined with a part of body bride.



Source : www.the-leonardi.com

Shoe symbol positioned in blur techniques and focus on the other shoe. Indra Leonardi is often a shoe interaction with other symbol.



Source : www.the-leonardi.com

The similarity of shoe position with blur and focus technique. Both of them taken at the different marriage moment. Shoe position with a repetition by Indra Leonardi signified marriage symbol interaction. Indra Leonardi make a distinction with the photography experience as well as symbolic interactions such as ring symbol and shoe symbol in wedding photography.



Source : www.the-leonardi.com

The shoe described with flower, clothing and jasmine to become symbols in shooting marriage by Indra Leonardi :



Source : www.the-leonardi.com

The shoe symbol described with children and a pair of rings. The symbol pictured with color and black-white technique that gave subjective meaning.



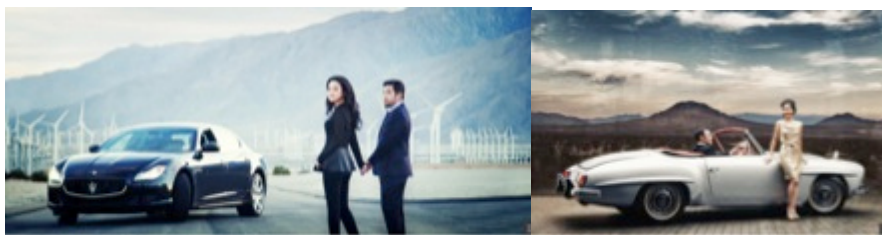
Source : www.the-leonardi.com

The shoe and rings depicted with a doll of a bride who was holding the ring together. Doll clothes wear of a bride dress.



Source : www.the-leonardi.com

Indra Leonardi also used car, kisses, and a couple as the following :



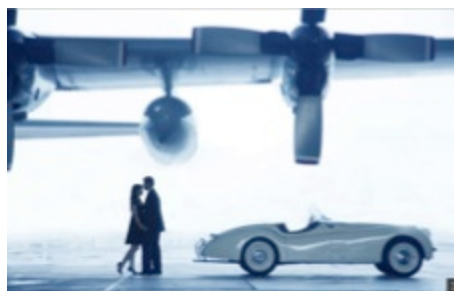
Sumber : www.the-leonardi.com

The car symbol from new cars to classic cars with varied positions and different backgrounds gave meaning to subject. Symbol, background and technique repetition showing symbolic interaction by Indra Leonardi. A car symbol driven by one of the bride. A car symbol used to family photograph with java pavilion background.



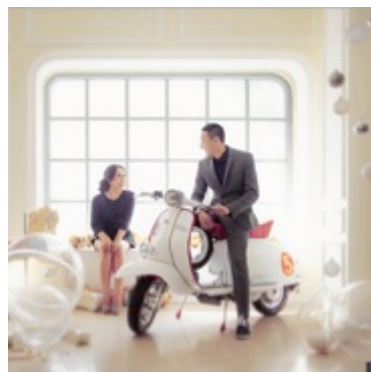
Source : www.the-leonardi.com

The car symbol combined with other symbols such as the wings airplane by Indra Leonardi.



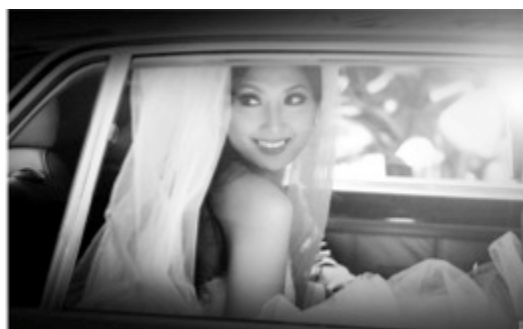
Source : www.the-leonardi.com

The man kissed his couple in front of cars and under the wings of an airplane. This photograph differed with other symbols such as Vespa in prewedding photograph by Indra Leonardi.



Source : www.the-leonardi.com

Indra Leonardi pictured male and female models indoor and outdoor.



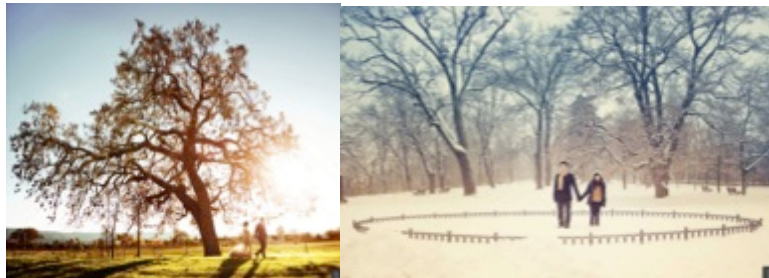
Source : www.the-leonardi.com

The model with wedding dress was smiling and gaze in different directions. Wedding photograph with black-white technique and focus on the subject. It is also done by Indra Leonardi on pre wedding photograph.



Source : www.the-leonardi.com

A tree and holding hands symbol is the form of symbolic interaction by Indra Leonardi.



Source : www.the-leonardi.com

Big tree symbol gives meaning strong, beautiful, grow and develop in any relationship and family. Big tree symbols are on the back and side as follows :



Source : www.the-leonardi.com



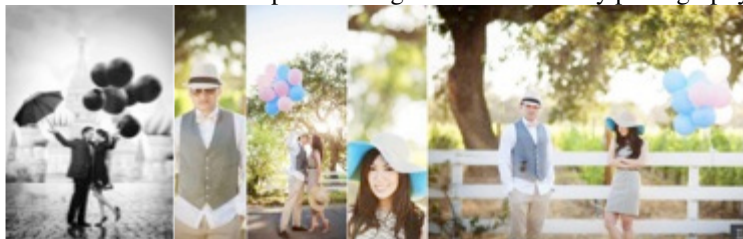
Source : www.the-leonardi.com

The symbol of tree also used by Indra Leonardi for a family photography.



Sumber : www.the-leonardi.com

Indra Leonardi used balloons and umbrella on pre wedding session and family photography.



Source : www.the-leonardi.com



Source : www.the-leonardi.com

Balloon symbol used on wedding photography with black-white and color techniques.



Source : www.the-leonardi.com

The hands symbol used by Indra Leonardi for public figure photography.



Source : www.the-leonardi.com

The hand position in front of model such as Ani Yudhoyono and a young entrepreneur and son of Mien Uno.



Source : www.the-leonardi.com

The position of hands looked at Margaret Ticher photograph.



Source : www.the-leonardi.com

The body pose with black-white technique used by Indra Leonardi.



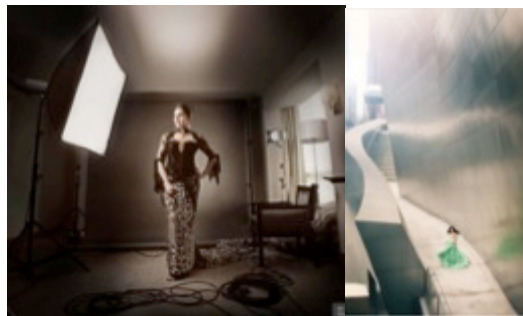
Source : www.the-leonardi.com

The hand as a symbol used in the varied position such Becky Tumewu and Ruth Sahanaya photograph.



Source : www.the-leonardi.com

Indra Leonardi used hand symbol in prewedding photography.



Source : www.the-leonardi.com

The hand symbol used for a group and a company photograph. Signed interaction in color of clothing and the formation in group.



Source : www.the-leonardi.com

Comparing with formation and dress color used in group model.



Source : www.the-leonardi.com

Photograph formation and dress color in group become symbolic interaction by Indra Leonardi. Color, background and pose made the form of symbol interaction.



Source : www.the-leonardi.com



Source : www.the-leonardi.com

The hand position into pockets and 35 to 90 degrees pose indoors become symbolic interaction by Indra Leonardi.



Source : www.the-leonardi.com

The combination of hand positions in the pocket and in front of body become a form of symbol interaction by Indra Leonardi for single and group model.



Source : www.the-leonardi.com

The hands in front of the chest and black-white technique in single model photograph.

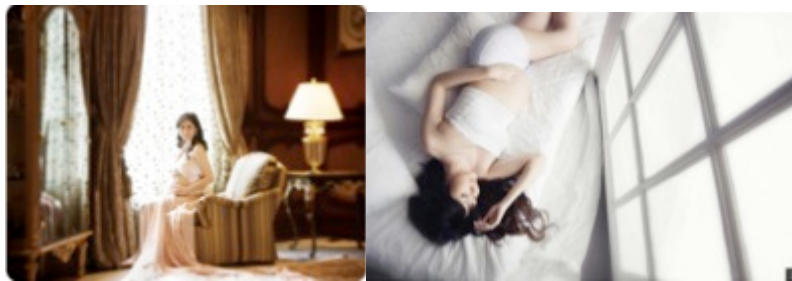


Source : www.the-leonardi.com



Source : www.the-leonardi.com

The hand symbol also used in pregnancy photograph session. The hand holding, touch and on the top of the stomach signifying affection, hope and love of mother for the baby.



Source : www.the-leonardi.com



Source : www.the-leonardi.com



Source : www.the-leonardi.com

The shoe symbol was again used by Indra Leonardi on pregnancy photography session with shoe and holding the stomach.



Source : www.the-leonardi.com

The shoe symbol used to pregnancy, baby and wedding photography by Indra Leonardi. The hand holding also performed with couples in color and black-white techniques photograph.



Source : www.the-leonardi.com



Source : www.the-leonardi.com

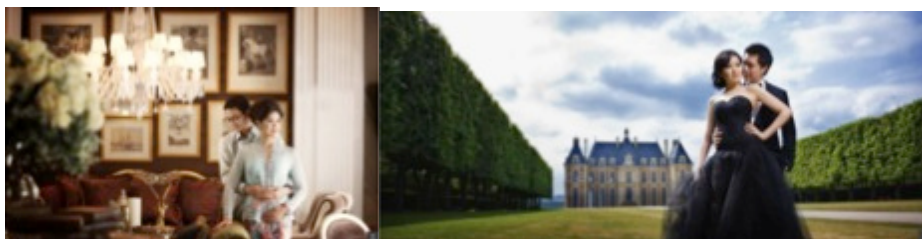


Source : www.the-leonardi.com

The hand symbol embraced his couple with position of the male models behind female models on prewedding and wedding photograph sessions.

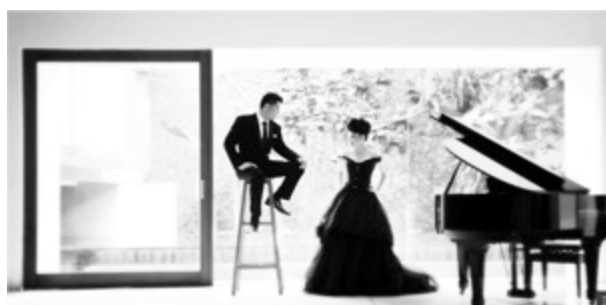


Source : www.the-leonardi.com



Source : www.the-leonardi.com

[The car, chair and piano symbol used to give the meaning of luxury. Piano symbol signifying taste the model about music.](http://www.the-leonardi.com)



Source : www.the-leonardi.com

4. Conclusions

The pose and position subject showed the meaning such as love, family and so on. Self pose is constructed by Indra Leonardi with self conception and self reflection subject. Self conception affected the photographic process and results of photography. The photographer become constitutive by self reflection in photographic process. In other side, photographer providing self concept and his social experience.

Personal photographer is a main aspect in social and symbolic interaction. Social interaction is the

interaction that meaningful between photographer and subject, photographer and family, friends and so on. The meaning of photograph showed of symbolic interaction by Indra Leonardi. Symbolic interaction in photography signifying self reflection of photographer. The point of view photographer constructed with participation, reflection and self interpretation in photography. Photographer experience in social context as concept production of identity. The symbol in the symbolic interaction made photograph have new recontextuality meaning.

References

- Houser, Nathan. 2010. "Peirce, Phenomenology and Semiotics" dalam Paul Cobley, The Routledge Companion to Semiotics, London : Routledge
- www.kingfoto.com
- www.the-leonardi.com
- <http://www.phillipstewartcharis.com/S7.html>
- <http://www.cristinamello.com.br>
- <http://www.npg.org.uk>
- <http://www.fashiongonerogue.com>
- <http://www.royalcollection.org.uk>
- <http://edition.cnn.com>
- <https://en.wikipedia.org>