

ABSTRACT

PUTRI RAHMAWATI, Communication Science Study Program, Faculty of Social Sciences, Political Science and Computer Science, Djuanda University, 2022, Photographer's Social Penetration in Building Client Loyalty (Case Study In Inter-Regional Bogor Home Photoworks Studio), Advisor I: **Dr. Ali Alamsyah Kusumadinata SP, M.SI**, Advisor II: **Koesworo Setiawan, S.Sos., M.IK.**

Nowadays, the development of photography technology in Indonesia is no longer just a means to document activities or events. However, photography has developed in the arts as a means of communication. The capacity of the photographer's role is often considered more remarkable than that of the client to produce a good and beautiful photograph. The relationship between the photographer and the client can be seen in the communication patterns carried out to convey the values of photography to the client. Home Photoworks is a local photography business active in the national and international documentation service industry. This study aims to determine how the communication process between photographers and clients between regions and how to resolve communication barriers between photographers and clients between regions.

The method used in this study is a qualitative descriptive method with a qualitative approach. Study informants consisted of critical informants and five supporting informants as resource persons. The research data were processed by (1) collecting interview data in the form of transcripts, (2) data presented and arranged based on causality from the research objectives, and (3) data was reduced and concluding to explain the objectives of the research questions.

The study results show that communication occurs when the client contacts via social media. For a more detailed discussion, the home photo works suggest meeting face to face with an agreed agreement. Slow responding to client messages becomes an obstacle in communicating with clients.

Keywords: Photographer, Home Photoworks, Social Penetration, Client