

ABSTRAK

Fotografi merupakan teknologi digital yang mengalami perkembangan yang sangat pesat. Kebutuhan masyarakat akan foto kian meningkat sehingga dunia foto menjadi salah satu bisnis yang menjanjikan. Diera saat ini, mayoritas masyarakat sekarang memiliki account social media. Karya Fotografi mrnjadi suatu hal yang diminati oleh masyarakat. banyak orang sekarang ingin mengakses tangga social media teratas yaitu Instagram. Untuk membuat karya foto yang bagus diperlukan persiapan yang matang, baik dari pihak penyedia jasa maupun client. kebanyakan pasangan lebih senang menampilkan kesan glamour. Konsep pre-wedding banyak yang menggunakan gaya modern dan berkesan glamour. Padahal dengan menggunakan konsep-konsep yang tradisional pun juga bisa digunakan sebagai foto pre wedding, justru disini lain dapat mengangkat sisi ciri Khas keberagaman budaya nusantara

kata kunci :Fotografi, Adat Sunda, Pre-wedding

Photography and fotography are digital technologies that are rapidly evolving. Today, many individuals are exploring photography and fotography, which began as a hobby. However, the public's need for images and fotos is growing, making the world of photos and fotos a promising industry in and of itself. Nowadays, the majority of people have social media accounts. Because moving fotos are not like images, many people now want to climb the top social media ladder, particularly tiktok, which is a short foto platform, therefore fotography is more in demand than photography, which is merely static. As a result, both the service provider and the consumer must plan ahead of time. Most couples seek to project a sense of opulence. A modern and elegant aesthetic is used in many pre-wedding conceptions. Although traditional concepts can be employed for pre-wedding images, they can also highlight the region's cultural diversity.

Keywords : fotography, Traditional Sunda, Preweddin

