

## ABSTRAK

**Adisti Putri Hariyani Hasibuan, NIM 203151006, “Teknik Styling Foto Kuliner Tradisional Mandailing Dalam Fotografi Makanan Dengan Menggunakan Rekayasa Bahan Penguat Kesan”. Skripsi. Jurusan Seni Rupa S-1. Program Studi Pendidikan Seni Rupa. Fakultas Bahasa Dan Seni, Universitas Negeri Medan, 2024.**

Penciptaan kuliner tradisional Mandailing ini sebagai sumber inspirasi dalam *food photography*. Penerapan teknik styling ini dikerjakan melalui rekayasa bahan penguat kesan yang diterapkan kedalam setiap objek kuliner Mandailing. Bahan penguat kesan yang digunakan bertujuan menampilkan foto makanan yang lebih menarik, serta untuk menampilkan foto makanan yang lebih tampak berkesan selain itu *food photography* ini dikerjakan melalui unsur dan kriteria fotografi seperti komposisi fotografi, property dan penataan makanan. kemudian penciptaan ini dilakukan dengan metode eksplorasi ide, eksperimentasi, dan perwujudan karya (*finishing karya*) dengan pendukung seperti tampilan bentuk makanan, penataan makanan dan proses penerapan teknik styling yang menggunakan rekayasa bahan penguat kesan serta komposisi fotografi seperti *45 degree angle*, *Eye level*, *Flat lay*, *Rule of thirds*, *Golden ratio*, *Triangle*, *Single diagonal* serta teknik fotografi makanan yang dapat digunakan seperti, *Blurring*, *Freezing*, *side light* dan teknik *rim light* untuk memvisualisasikan setiap momen, menangkap keberagaman angle setiap makanan yang difoto sampai menghasilkan 12 karya. Hasil *food photography* yang menggambarkan keragaman setiap kuliner tradisional Mandailing di representasi melalui pameran fotografi. Pameran ini bertujuan sebagai penampilan hasil karya *food photography* yang memperkenalkan kuliner Mandailing kepada khalayak ramai.

**Kata kunci: Teknik Styling, kuliner tradisional mandailing, Penciptaan fotografi**



## **ABSTRACT**

**Adisti Putri Hariyani Hasibuan, NIM 203151006, "Traditional Mandailing Culinary Photo Styling Techniques in Food Photography Using Engineered Impression Reinforcing Materials". A Thesis. Bachelor of Fine Arts Department. Fine Arts Education Study Program. Faculty of Languages and Arts, Medan State University, 2024.**

The creation of traditional Mandailing culinary delights is a source of inspiration for food photography. The application of this styling technique is carried out through engineering of impression enhancing materials which are applied to each Mandailing culinary object. The impression enhancing materials used aim to display more attractive food photos, as well as to display food photos that look more impressive. Apart from that, this food photography is carried out through elements and criteria. photography such as photographic composition, props and food arrangement. then this creation is carried out using the method of exploring ideas, experimentation, and realizing the work (finishing the work) with supports such as the appearance of food shapes, food arrangement and the process of applying styling techniques that use engineered materials to strengthen the impression and photographic compositions such as 45 degree angle, Eye level, Flat lay, Rule of thirds, Golden ratio, Triangle, Single diagonal and food photography techniques that can be used such as Blurring, Freezing, side light and rim light techniques to visualize every moment, capturing the diversity of angles for each food photographed to produce 12 works. The results of this food photography are detailed with Mandailing culinary delights starting from traditional food, daily food, as well as typical Mandailing souvenirs which depict the diversity of each traditional Mandailing culinary delight and a form of representation of food photography works using styling techniques made from enhancing this impression, which is realized in the form of a photography exhibition. . This exhibition aims to be a display of food photography work that introduces Mandailing culinary delights to the general public.

**Keywords: Styling techniques, traditional Mandailing culinary delights, photography creation**