

## **ABSTRACT**

### ***The Importance of Quality Relationship Between Photographer and Model Building Effective Communication In Shooting Process (Studies in Indonesia Photography Courses Community (IPC))***

**By**

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*Shooting process is seen as the process of communication between photographer and model. Shooting success depends on how photographer and model understand verbal and non-verbal symbols in the shooting process, the closeness of good interpersonal relationships can contribute to the communication process that occurs.*

*This study aims to determine how important the quality of the relationship between photographer and model on the effectiveness of interpersonal communication by using verbal language and non-verbal language in the shooting process. The method that used is descriptive qualitative data collection using techniques such as interviews, observation, documentation and literature. Informants in this study were taken by purposive, while seven informants in this study consisted of four photographers and three models from Indonesia Photography Courses (IPC), a photography community in Lampung.*

*The results of this study showed that the quality of the relationship is important in interpersonal communication between photographer and model. From the five aspects of pragmatic paradigm, all of the aspect have been done well under the aspect of confidence, unity, interaction management, power of expression and orientation to others. It shows that the quality of the relationship between photographer and model will produce good interpersonal communication so that the process of shooting is effective.*

*Effective communication in the process of shooting is shown by the number of photos, photo quality, the exact moment that has been reached in the shooting process. The use of verbal language is effective in the process of shooting between photographer and model. The use of non-verbal language is more effective between photographer and model which have very intimate quality of relationship. Based on these results it*

*can be concluded that the quality of the relationship is very important to create effective communication in the process of shooting.*

*Keywords: Quality of Relationships, Effective Communication, Interpersonal Communication, Photography.*