

Analysis Of Photojournalism with The EDFAT Method Approach (Entire, Detail, Frame, Angle, Time) On the Photo “Turtle Tumor Surgery”, The Best Single Photo of Anugerah Pewarta Foto Indonesia (APFI) 2022 By Dicky Bisinglasi

Yanus Purwansyah Sriyanto^{1,a)}, Umar Basuki^{1,b)}, Jenifer Dwi Yuferlis Sara Nalle^{1,c)}, Sarbania^{1,d)}

¹Communication Science Study Program, Universitas Respati Yogyakarta, Yogyakarta, Indonesia

^{a)} Corresponding author: psyanus@gmail.com

^{b)} umarmarryndya@gmail.com

^{c)} jenifernalle05@gmail.com

^{d)} sarbania19@gmail.com

Abstract. A photo that is able to tell an event that has occurred and contains news values in it is called photojournalism (Maryani & Arifin, 2012). Photojournalism is a part of journalism that can attract audience interest from written news published in the mass media (Jati Kusuma, 2019). The existence of photojournalism is a complement or can visualize an event that has been described in the written news. Analyzing photojournalism with the EDFAT method analysis to find out how the atmosphere in the event chosen as the object in the photojournalism, how the details or points of interest in the photojournalism, and then to find out how the Journalist Photographer frames a detail which includes the composition, pattern, texture, and shape of the subject, how the position of the Journalist photographer in taking pictures to determine the shooting point of view which includes high angle, low angle, eye view angle, long shot, medium shot, medium close up, close up, extreme long shot. The reason the researcher conducted this research is to find out how the character of the photo using the EDFAT method analysis (entire, detail, frame, angle, time) and how the arrangement of messages in the photojournalism “Turtle Tumor Surgery” by Dicky Bisinglasi. The approach in this research is a Qualitative approach with a critical paradigm approach. The research object in this research is a single photo and the research subject is a photojournalist, dicky bisinglasi who received an award at APFI, the best single photo of 2022 in the nature and environment category. The data collection technique used in this research is observation, which is the process of observing the subject and object of research and the theory used. Furthermore, documentation, namely important documents supporting research in the APFI award book in 2022.

Keywords: Photojournalism; EDFAT; Single Photo

INTRODUCTION

Photojournalism is a part of journalism that can attract audience interest from written news published in the mass media (Jati Kusuma, 2019). The existence of photojournalism is a complement or can visualize an event that has been explained in written news. Photos that are part of the mass media are able to provide virtual explanations in a news story. In addition to news needs, photos have their own news messages that want to be conveyed through a visual so that photography can be an effective communication tool. A photojournalism at least meets the criteria, has news value and is published in the mass media. News value can be measured from events that contain conflict, disaster and progress, impact, fame, freshness and closeness, oddity, human interest, sex, and others (Kumoro, Papers, 2007: 2). The role of a photojournalist or photographer is not only limited to pressing the shutter button on the camera. A photographer is supposed to be a traveler who explores and discovers something contained, so photos must have a depth of message. Technically, the

production of news photos requires an understanding of events and messages by photojournalists.

To emphasize the meaning of a photo, photographers usually use the EDFAT method, which is an acronym for Entire, Details, Frame, Angle, and Time. This method offers a systematic guide for journalistic photographers to produce images that are not only aesthetically pleasing, but also narrative. EDFAT allows photographers to capture events by paying attention to five key elements involving the entire scene (Entire), relevant details (Details), image composition (Frame), shooting angle (Angle), as well as the right time to capture the moment (Time). Through this approach, photographers can depict a story with richer visual depth. Photojournalists are also required to quickly determine which objects deserve to be included in a news photo, so that the photo can represent the event as a whole “Walter Cronkite School of Journalism and Telecommunication, Arizona State University (BERUTU, 2013) introduced the EDFAT method as one of the methods in making a good photojournalism.

This research analyzes a photo by Dicky Bisingslasi with the title “Turtle Tumor Surgery” using the EDFAT method approach. This freelance photojournalist has been awarded several times in several categories in the Anugerah Pewarta Foto Indonesia (APFI) event. In 2022, Dicky was awarded the APFI 2022 Best Single Photo, Nature and Environment category. This research was conducted to analyze the single photo “Turtle Tumor Surgery” using the EDFAT method to find out how the conceptual point of view and context (technical) carried out by the photographer in framing the message in the photo and the event chosen as the object, detail or point of interest.

Practically, this research is expected to provide an understanding of photojournalism production using the EDFAT method and the determination of visual messages conveyed through a photo work. EDFAT was chosen by the author to examine the technical aspects of photojournalism. This method was chosen because it contains the stages of making photojournalism from non-technical and technical aspects in depth and detail. In addition, because this method was also developed specifically for the genre of journalistic photography, it is appropriate for describing photos that contain news content, especially in the photo entitled “Turtle Tumor Surgery”, Best Single Photo of Anugerah Pewarta Foto Indonesia (APFI) 2022 by Dicky Bisingslasi.

Theory Framework

According to Fred S. Parrish in his book “Photojournalism: An Introduction”, photojournalism has an important role in strengthening news narratives and making information more easily understood by audiences through visual media (Parrish, 2018, pp. 12-14). Meanwhile, in the book “Photojournalism: An Ethical Approach” Paul Martin Lester (2011), where photojournalism is explained as “images documented for the purpose of news publication, which adhere to the principles of journalistic ethics, such as truth and social responsibility. The advantages of photojournalism are that photojournalism is able to overcome human limitations on letters and words, and the most important aspect of photojournalism is that it contains elements of fact, is informative, and is able to tell stories. In photojournalism, photographers generally leave 5 different angles for each news story and then fill the photos with captions.

EDFAT Method (Entire, Detail, Frame, Angle, Time)

Oscar Motuloh (Wijaya, 2014, pp. 121 - 122) EDFAT (Entire, Detail, Frame, Angle, Time) method used by “Walter Cronkite School of Journalism and

Telecommunication Arizona state University” which is a concept of development in personal photography. The EDFAT (Entire, Detail, Frame, Angle, Time) method is a shooting method that trains the optics of seeing things in sharp detail. Entire, the stage as the “established shot” is the whole shot to see an event. (Detail), This stage is a decision on something that is considered the most appropriate as a “point of interest”. Frame, A stage where we begin to frame a selected detail, a composition, pattern, texture, and shape of the shooting subject accurately.

Angle, The stage where the point of view becomes dominant as an option for positioning in shooting by taking from high, low, eye-level, left-handed, right-handed, and other ways of looking at the point of view. Time, The stage of determining broadcasting with the right combination of diaphragm, shutter speed and ISO (Sumadiria, 2010).

Message Construction Theory

In this study, the theory used is the theory of message preparation, according to Sidhartani (2016) there are two models in message preparation, namely; “informative message preparation” and “persuasive message preparation”. Informative message preparation is the preparation of messages that aim to convey information to the public based on facts, while persuasive message preparation is the preparation of messages that require audience reactions to do or leave certain behaviors, attitudes, or beliefs in accordance with the author's expectations.

There are 4 kinds of methods that can be used in preparing informative messages, including; Space order, namely the preparation of messages based on the conditions of place and space, Time order, namely the preparation of messages based on time, Deductive order (preparation of messages from general to specific), Inductive order (preparation of messages from specific to general) (Lotan, 2019). While there are several ways that can be used in the preparation of persuasive messages, namely, among others, Fear appeal, the method of composing or delivering messages by causing fear in the audience, Emotional appeal, the way of composing or delivering messages by trying to arouse the audience's emotions, Reward appeal, the way of composing or delivering messages by offering promises to the audience, Motivational appeal, the preparation or delivery of messages that are made not because of promises, but are arranged to foster the audience's internal psychology, Humorous appeal, namely the preparation or delivery of messages accompanied by a style of humor (Sidhartani, 2016).

METHODS

The approach in this research is a qualitative approach. Data was obtained from photojournalism in the 2022 Anugerah Pewarta Foto Indonesia (APFI) Book with the title “Turtle Tumor Surgery”, which will also be used as the object of research. This research uses the EDFAT method analysis (Entire, Detail, Frame, Angle, Time) and uses the Analysis of Message Compilation Theory. After analyzing with the EDFAT Method and Message Development Theory, the researcher then conducted an in-depth interview online via email to the photographer named Dicky Bisingslasi from Bali (Sugiono, 2016). The data collection technique used in this research is observation, which is the process of observing the subject and object of research and the theory used. Furthermore, Documentation, namely important documents supporting research such as Photojournalism, namely photos printed in

the 2022 edition of the Anugerah Pewarta Foto Indonesia (APFI) book. Data analysis that has been obtained from the results of analysis and interview results. the sampling technique used in this research is purposive sampling. This sampling technique is based on selection on the basis of certain criteria made by researchers based on research objectives (Lexy J. Moleong, 2019), namely that the photo by Dicky Bisnglasi with the title “Turtle Tumor Surgery” is the winner of the best single photo of APFI 2022, Nature and Environment category, at Anugerah Pewarta Foto Indonesia (APFI).

RESULTS AND DISCUSSION

Photojournalism with the title “Turtle Tumor Surgery” is the Best Single Photo in the Nature and Endvironment category by Dicky Bisnglasi at the 2022 Anugerah Pewarta Foto Indonesia (APFI). The photo was taken in Fena Leisela sub-district, Buru, Maluku, in order to document the implementation of marine animal conservation activities as an effort to protect biodiversity and maintain the balance of marine ecosystems carried out by a veterinary conservation medical team from the World Wide Fund (WWF) Indonesia as well as members of the Indonesian veterinary club Aquatic Megafauna.

The most important aspect of composition is to produce visual impact (the ability to convey the feeling we want to express in the photo). Composition refers to the way the various elements in a scene are arranged in a frame. It is both a rule and a guideline for photography. Because without understanding composition, we will not be able to produce perfect photos. A good composition can help create a work of art from a photograph. To strengthen the message in the composition, photographers can usually apply the EDFAT method. If the photo “Turtle Tumor Surgery” refers to the EDFAT method, it can be described as follows.



E (*Entire*)

An overall shot of the subject or scene. This step provides an overview of the environment or atmosphere of the shooting venue. The aim is to capture the larger context of the story to be told. In the photo, a doctor is performing medical treatment on a sea turtle that was found stranded on Waspait beach with a weak condition and many tumors on its body. The large turtle is placed on a table and the doctor's position is right in front of the turtle's head, so that when viewed from a side position, the two appear parallel, one straight line.

The photographer chose a symmetrical composition, dividing the space or the top and bottom are balanced because it is to show a complete visual of the object, namely the turtle and the doctor. Other than that, the reason the photographer photographed most of the turtle's body in the composition is to show and emphasize that the size of the turtle is quite large, the comparison indicator is the doctor in front of the turtle so that people can see the composition of the size of the turtle and the doctor as a whole

D (*Details*)

Small details often give a deeper meaning to an image. In some photos, the use of Details elements allows viewers to see the emotional or symbolic aspects of an event, such as the doctor's facial expression showing that he is focused on performing medical treatment. This is to emphasize the message of seriousness in dealing with conservation issues in an effort to save turtles from tumors. The color of the blanket and towel used to cover the turtle's shell and head pad enriches the visuals, giving it more value than if there were no blanket and towel. Tumor objects and medical tools are also shown to emphasize the need for immediate medical treatment to save the turtle.

F (*Frame*)

At this stage, the photographer needs to consider aspects such as lines, angles, and visual balance in the composition. If you look at the photo, the aspect of lines or other objects that frame either the foreground or background is not very visible, the reason is because the photographer wants people to focus on the medical process of the doctor on the turtle, not on other aspects that might even interfere with the point of interest expected by the photographer.

A (*Angle*)

Look for different shooting angles to present a unique or different perspective. Taking pictures from different angles will provide variety and depth in the story told through the images. Eye Level Shoot is an angle chosen to provide a balance of the position of the photo object with the eyes of the viewer, thus providing a wide visual whole between the turtle and the doctor in one frame.

T (*Time*)

Paying attention to the right time to take the picture. In the context of the photo "Turtle Tumor Surgery" the photographer used a combination of natural lighting and light coming from flash auxiliary light, at the moment when the doctor's hands are holding tools to support medical action and often have an important role in creating a more dynamic and memorable image.

From the EDFAT analysis above, in the theory of message preparation that can be seen is the preparation of persuasive messages in the photojournalism "Turtle Tumor Surgery" or can be referred to as persuasive message delivery, namely at the emotional appeal level. The preparation of persuasive messages is the

preparation of messages that require audience reactions to do or leave certain behaviors, attitudes, or beliefs in accordance with the expectations of the photographer.

CONCLUSION

From the discussion of the results of research that has been conducted on photojournalism “Turtle Tumor Surgery” printed in the APFI 2022 book, it can be concluded that the photojournalism production of Turtle Tumor Surgery only uses 4 methods, namely Entire, Detail, Angle and Time. Meanwhile, the photographer did not apply the Framing method because the photographer wanted to display the full composition without any other objects that might be a distraction to the main object, namely the turtle and the doctor. With the point of interest located on the turtle and the medical activity of the doctor who performs tumor surgery, if it is associated with the theory of message preparation at the emotional appeal level, the emphasized message is about the mission of protection or conservation of marine animals.

REFERENCES

- [1] Budiman, K. (2005). Basics of Journalism. Journalism Training-Info Java December 12-15 2005. www.infojawa.org
- [2] Lexy J. Moleong, D. M. A. (2019). Qualitative Research Methodology (Revised Edition). PT. Remaja Rosda Karya. <https://doi.org/10.1016/j.carbpol.2013.02.055>
- [3] Sidhartani, S. (2016). Visual Literacy as the Basis of Meaning in Visual Appreciation and Creation Process. Design Journal