



Photography Poetry as A Hybrid Art Work

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ABSTRACT

Photography Poetry is a form of creative expression that combines literary and visual elements to create powerful and inspiring works of art. This research develops an art creation method using photography media to explore meaning directed towards poetry literary works, as a manifestation of the potential of poetry photography as a hybrid work of art. This creation aims to explore the process of making poetry photography, explore how to compose poetry words based on the visual elements of photography, and analyze how poetry photography works can be understood and enjoyed by the audience. Explore and develop methods used in creating hybrid works of art, using Roland Barthes' theory of visual meaning. Producing unique and profound works of art, which are able to communicate meaning and emotion in a more complex way than words or images alone. An in-depth analysis of the results of the creation of this work reveals that poetry photography is a medium that allows artists to convey emotional and intellectual messages in a deeper and broader way. Poetic photography shows that hybrid art is a bridge between different types of creative expression, creating engaging experiences and changing the way we view art in a broader context. It is hoped that this research will become a basis for further development in the field of artistic and literary photography, as well as inspiring artists/researchers to continue exploring the boundaries of creativity in poetry photography.

Keywords: photography; poetry; hybrid art

ABSTRAK

Fotografi Puisi merupakan bentuk ekspresi kreatif yang menggabungkan unsur-unsur sastra dan visual untuk menciptakan karya seni yang kuat dan menginspirasi. Penelitian ini mengembangkan metode penciptaan seni menggunakan media fotografi untuk menggali pemaknaan yang diarahkan untuk karya sastra puisi, sebagai wujud potensi fotografi puisi sebagai karya seni hibrida. Penciptaan ini bertujuan untuk menjelajahi proses pembuatan fotografi puisi, mengeksplorasi cara menyusun kata-kata puisi berdasarkan elemen visual fotografi, serta menganalisis bagaimana karya fotografi puisi dapat dipahami dan dinikmati oleh penonton. Menggali dan mengembangkan metode yang digunakan dalam menciptakan karya seni hibrida, menggunakan teori pemaknaan visual dari Roland Barthes. Menghasilkan karya-karya seni yang unik dan mendalam, yang mampu mengkomunikasikan makna dan emosi dengan cara yang lebih kompleks daripada kata-kata atau gambar sendiri. Analisis mendalam terhadap hasil penciptaan karya ini mengungkapkan bahwa fotografi puisi merupakan medium yang mampu memungkinkan seniman untuk menyampaikan pesan emosional dan intelektual dengan cara yang lebih mendalam dan luas. Fotografi puisi menunjukkan bahwa seni hibrida adalah jembatan antara berbagai jenis ekspresi kreatif, menciptakan pengalaman yang menarik dan mengubah cara kita melihat seni dalam konteks yang lebih luas. Diharapkan penelitian ini akan menjadi landasan untuk pengembangan lebih lanjut dalam bidang fotografi seni dan sastra, serta menginspirasi para seniman/peneliti untuk terus menggali batas-batas kreativitas dalam fotografi puisi.

Kata kunci: fotografi; puisi; seni hibrida



1. Introduction

Poetry has long been an art form full of imagination, emotion and the beauty of words. In the history of literature, literary works or in this case poetry have often been a powerful medium for conveying human feelings, thoughts and experiences. Literature has experienced broader development so that works that have literary value, not only have beautiful language, also contain aesthetic, ethical and conceptual values contained in literary works generally reflect scholarship. (Enre, 1994) On the other hand, photography is a medium that focuses on capturing moments, visual composition and expression through photo recordings. Functionally, photography is increasingly widespread in society, making the understanding of photography increasingly complex as a recording media, journalistic media, advertising media or art media. It is clearer, as stated by Andreas Feininger, that “the camera is only a tool for producing works of art, and the added value of the work of art can depend on the person who operates the camera.” (Feininger, 1974)

The development of contemporary art often combines two different arts, for example photography and poetry. Media transformations also exist, such as musicalization of poetry, concert poetry, and so on, but in the case of works that turn poetry into photography, it is still very rare to find them. As did Kansuke Yamamoto, a Japanese photographer and poet who stated that his photographic work was visual poetry. Jeff Wall also stated the closeness between his poetry and photography, by addressing and responding to photography. Both photographers create work using the same medium, namely photography, but with different ideas, techniques and responses so that they can create authentic and interesting work. (Kamal, 2023)

The combination of photography and poetry is an alternative medium for displaying works of art. Photography Poetry can refer to Visual Poetry which can use photos as the main source for creating poetry which is then expressed in a visual display. This poetry photography work supports each other between visual photos and visual writing. The combination of photos and poetry can be easily interpreted by appreciators, and can expand the meaning through writing or lead to a more specific meaning according to each appreciator's background. Exploration and development of the concept of poetry photography as a unique and potential art form. (Nugroho, 2022)

2. Literature Review

Poetic photography emerged as a response to the desire to combine two different artistic languages: the verbal language of poetry and the visual language of photography. This combination provides new opportunities to express the complexity of emotions, thoughts, and narratives through the use of words and images. Creators of this kind of art can undergo deep creative exploration and bring different experiences to the audience.

Hybrid aesthetics is a style or art convention that combines two or three art cultures, styles, or techniques to create art that is unique and exists within the boundaries between two cultures and at the same time elevates worldly visual forms or art to the status of creative contemporary. (Akpang, 2013) Hybrid aesthetics can be seen as a point where contemporary art styles and techniques intersect as a mixture of the traditional and the modern. The idea of hybrid art is a continuation of various contemporary experimentalists who combine fine art and science, fine art and performance art, three-dimensional art and digital technology. Hybrid art is a phenomenon that occurs widely in the postmodern era. According to Eaton and Danto, postmodern art is characterized by a uniqueness consisting of elements that are “hybrid” rather than “pure”, compromised rather than clean, ambiguous rather than articulate, deviant as well as interesting. (Eaton & Danto, 1998)

In the development of contemporary art, more and more artists are trying to explore conventional boundaries between various art forms. One interesting and innovative trend is the development of

hybrid artwork, where two or more different art forms are combined to create something new and unique. One prominent form of hybrid art is poetry photography, which combines literary and visual elements in one work.

The growth of digital technology and the increased accessibility of photographic cameras have allowed artists to bridge the division between words and images. Poetic photography emerged as a response to the desire to combine visual and verbal language in an evocative work of art. Artists who create poetry photography not only combine the words of poetry with images, but they also use visual elements to enhance and deepen the meaning of the poetry contained in the work.

In the current development of contemporary art, it is necessary to explore the understanding of the phenomenon of poetry photography as a hybrid art form. This work of art not only creates a unique artistic experience, but also presents the question of how two different artistic languages can complement each other and enhance each other's meaning. Additionally, poetic photography has the potential to inspire new understandings about how we view and respond to art, as well as changing the dynamics of communication in an increasingly digital era.

It is hoped that research on poetry photography as a hybrid work of art will help reveal the potential and limits of this complex artistic expression. It will also provide valuable insights for artists, art critics, and art lovers in appreciating and interpreting these hybrid works of art. By understanding poetic photography in more depth, we can open the door to deeper creative exploration in the world of contemporary art. This research focuses on revealing the essence of poetry photography as a hybrid art form that moves, inspires and provokes.

In the early history of photography, it was mostly used as a tool to help paint because the ability to reproduce images and high precision made painters interested in using it. The development of photography in the world of visual arts, pros and cons have always emerged from its inception until now. As a medium that can be said to be new, at that time the presence of photography in the world was thought to be able to end the heyday of painting that had already emerged, especially realism/naturalism painting. This is reinforced by the statement of a French painter, De la Roche, that: From today painting is dead. Even though this opinion is not completely correct, the emergence of this concern is very reasonable and reasonable when seen from the technical advantages that photography had at that time. (Soedjono, 2006)

Photography is able to answer cultural challenges through its realistic artistic visual excellence. Technological developments, art always reflects the progress of the times, so that art does not close itself off to technological developments. Photographic recording media is a cultural dynamic that can always be presented accurately without reducing its reality. The recording of these moments is frozen over time and becomes eternal. (Fathurrohman, 2021) In the creation of this hybrid art, photography is combined with poetry in an effort to form interesting and creative art. This combination can produce works of art that have both visual and verbal dimensions, combining the power of images with the beauty of words.

Understanding the meaning of a photo is done after the photo is finished. The meaning is not to explain the object of the photo such as a caption, but rather to look for words to use as poetry as elements of a work of art. Interpreting photos using Semiotics theory. Roland Barthes, in his 1977 book "Image, Music, Text", in the chapter "The Photographic Message" explains that there are three stages in interpreting photographic works. It has a conceptual or discursive nature, namely aiming to find out about a photo, related to ideology and morality. The objectivity of the message contained in the photo can be observed and measured.

- a. The Perceptive Stage is the initial stage for transforming photos into verbal photos that are denotative and still imaginative.
- b. Cognitive Connotation Stage as an effort to connect the elements that form the background, starting from denotation to paradigmatic imagination. This stage requires general knowledge about current, social, cultural and political issues, to be broader in reading a photo.

c. The Ethical-Ideological Stage is the stage of collecting various markers that are ready to be used as a series of narratives or poems so that the motif can be determined. (Barthes, 1977)

In making poetry there are several things to prepare, the imagination that is imagined is not necessarily the same as the form of the reader's imagination. Not to mention that the development of the meaning of the photo above is not necessarily the same between the writer and the reader. The concept of this Poetry Photography work is that photos and poetry are actually free to be interpreted differently by the audience, just like other works of art. Multiperceptual makes the work richer and broader until it reaches the imagination of the audience who enjoys it.

According to Abdul Jalil, the process of writing poetry needs to pay attention to things in stages, namely; The first is experience, which is very important for a poet to know the actual events related to what will be stated in a work of poetry. The second thing is the decision to determine the event which is expressed in writing. Third is assessment, determining where the poem represents an event and what path it takes to impact the event in question. Fourth, appreciation and having a desire or interest in making poetry. Fifth, determine the ideas or concepts of an event in a work of poetry, taking into account the events they face. Sixth, the outpouring of unification of all aspects and the recruitment of a comprehensive process, so that all the inspiration can be expressed clearly in a work of poetry. (Jalil, 1985)

3. Methods

The method for creating Poetry Photography was developed as follows:

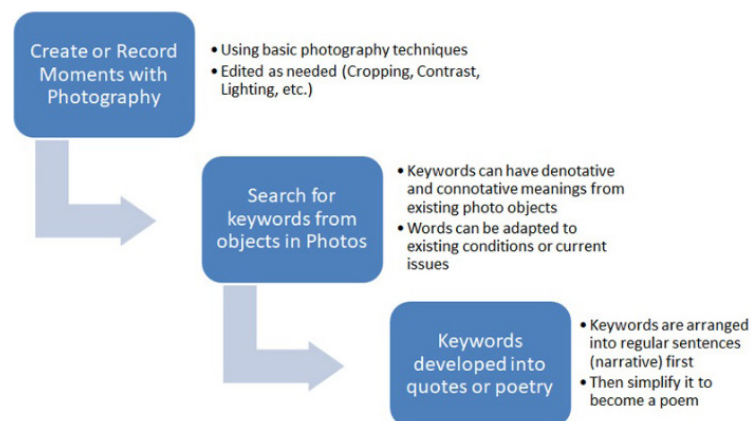


Diagram 1: Method of creating poetry photography (Source: Nugroho, 2022)

Creating hybrid art by combining two art media is an opportunity to create works of art, even though they are based on visual and verbal ones, the realization can apply the technical characteristics of each art. The interaction between poles in the current contemporary era produces a synthesis that must be created, in accordance with the benefits and development of the spirit of the times.

Conceptually, the mixture of ideas, production techniques and goals are uniquely intertwined in the creation of poetry photography. Mixture has become a prominent theme in works of art. The mix suggests dual media, fusion, mixed-choice, boundary-crossing experiences and styles, everyday life, and the blurring of boundaries. Works of art as part of cultural products should be very close to innovative concepts with hybrid thinking patterns.

In this research, photos were made in various genres, for example with the concept of human interest, there are still life, and several genres that are considered to have deep meaning to be explored into poetry. The first result is a human interest photo (figure 1) taken at the Kenjeran Surabaya location, with the object of a fisherman sitting on the beach and fishing boats being moored. Technically it uses an 8mm lens and Black and White (BW) mode. At that time, fishermen were facing a season where it was difficult to find fish in the sea.

4. Results and Discussions

The process of creating poetry photography is designed and determined by the stages of creation, divided into several main stages of the entire creation process. The first stage of creation is photographing the photo object. Photographing was carried out with various experiments which were the steps of the activities carried out. The steps in the artistic creation process for creating photos include: (1) trying several alternative photo objects that are appropriate and suitable for the expression of the artistic creation being designed, (2) trying several alternative photography techniques that match the expression in the photographic creation, (3) trying several alternatives tools/lighting that match the creative artistic expression being designed, and (4) selecting a visual concept or arrangement according to the subsequent process.



Figure 1: The first photo became material for the Poetry Photo

In the second stage, the best selected photos can then be visually interpreted. The meaning of the photo is carried out by interpreting and processing the words which then further become poetry. After finding a series of words that have been connected to the issue in question, the words are then arranged to become poetry. The poem created raises a problem related to the existing photo. The meaning of photos uses Barthes' Semiotic theory with denotative and connotative meanings of visual photos. After the meaning process is carried out further processing into poetry.

Photo	Denotative Meaning	Connotative Meaning
	<ul style="list-style-type: none"> • Horizon • Wide sea • Boat • Gaps between boats • Fishermen squat • Looking far away 	<ul style="list-style-type: none"> • Future horizons • Boats as a means of living • Alternative problem solving gaps • Sitting and contemplating your fate • Long view as hope

Diagram 2: The process of interpreting photos denotatively and connotatively

Steps in Diagram 2, the result of the visual display of the photo is obtained by keywords which mean the denotation (real meaning) of the photo object. Then, from these keywords, further meaning is carried out using words that develop the keywords with connotative meanings (figurative meanings). Then the words obtained are processed by referring to social problems, the latest updates, political issues, or anything that is related to the words that have been obtained. The following is an alternative arrangement of poetry from the words that have been obtained;

Alternative 1:

LEAN

*...firmness in the gaps of hope
narrowing the complaint gap
Famine is the reason for throwing anchor
sweat that is no longer intact
only hope remains
hope soars far away...*

Alternative 2:

FAMINE

*...the horizon stretches out
the gap in life is narrowing
the fish are getting farther away
the anchor was thrown
the fisherman's blank stare
hope arises
accompanied by prayers at the sea
dream of going far away...*

The next stage of the poetry composition process is carried out by translating the visual appearance objectively, and then developing it subjectively to raise the selected problem. When making poetry, there are several things that must be prepared. Imagination is subjective, so it can produce different poems from the same object. In this work of Poetry Photography, the social criticism of the work can be multi-perceived like other fine art works, and this makes the work richer and wider to reach the imagination of the audience who enjoy it. From the alternatives created, the one that best suits the specified concept or mission is chosen.

The process of adjusting text and photos, regarding the size, position and layout of poetry text with photos using Adobe Photoshop photo editing software. Choose a font according to the desired atmosphere or concept. The type of text is chosen to be easy to read, because in this case the main thing is the content of the writing, not the shape of the letters. The alignment of visual elements is made to complement each other and create a balanced and attractive composition.

Before it is declared complete, there is of course a review and correction process to ensure there are no spelling errors or incorrect layout. Also ensure that the message you want to convey is clearly visible in the final work. Creation instruments are things used in the creation process. Every artistic creation cannot be separated from several instruments that determine the quality and form of the work created.



Figure 2: Photo of the poem "Famine" which has been edited as a hybrid work of art

Creation cannot be separated from the elements of the creator's basic values and beliefs towards the object. The form of basic beliefs is a state of mind where there is a belief in the value of an object which can be turned into a work idea.

Analysis of the Photography Poem "Paceklik" (Figure 2) about fishermen facing famine times depends on the visual images and poetry contained in the work. The visual image obtained shows the condition of many fishermen who moor their boats due to difficult natural conditions. After observing the visual elements such as objects, composition, landscape, and other elements in the photo, it clearly describes the situation of the fishermen and their environment.

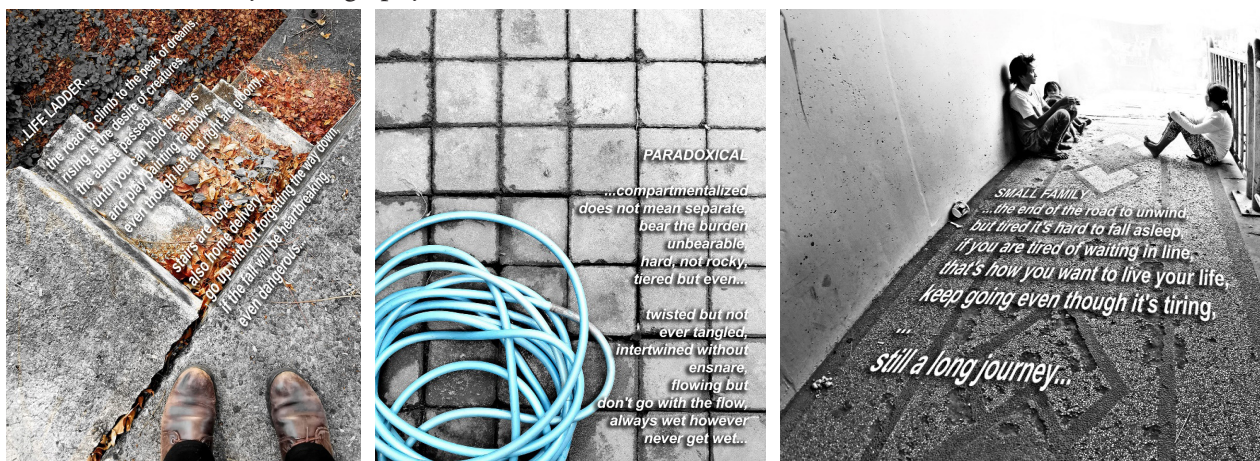
The fishermen's facial expressions and body positions look tired, worried, but not hopeless, because many fishermen are still at sea looking for fish or other interests. The condition of the beaches and fishermen reflects their simple daily lives, these are visual indicators that can provide information about the challenges they face. The fishing village and boat environment looks worn but not in bad/damaged condition, illustrating the efforts they face in earning a living.

Analysis of the visual photos determines the theme of the poem being created, and the direction of the words obtained from previous meanings. The poetry theme in the fisherman's photo describes the fishermen's struggle in facing the famine. So, there is a certain message that you want to convey through poetry by choosing the words and language style used in the poetry.

It is important to evaluate the finished work, to look for things that may have been left behind. Emotional involvement or the impression you want to give to viewers of the work of art is sought to inspire, invite sympathy, concern, or awareness about the famine problem faced by fishermen. The message to be conveyed in the poem is visible in the photo, requiring harmony between the visual elements and the text of the poem, which is the key in Poetry Photography.

The audience's personal interpretation of this Poetry Photography may be different, but it is hoped that this work will have a personal influence. The audience can interpret based on the existing poetry, and feel moved to take action or provide support to fishermen who are facing this famine. Of course, analysis of Poetic Photography can be very subjective, and each individual can take away different meanings and feelings from the work. The important thing is to see this work in the context of the social or emotional message that the creator of this work of art wanted to convey.

Several works of Poetry Photography were created based on the same method as the first photo ("Famine"). Shows that the method that has been carried out can be applied to other photos. Here are other works of Poetry Photography:



5. Conclusions

The method of creating poetry photos is a unique and creative artistic approach in combining elements of words and images to produce profound and memorable works of art. In this research, we have identified

several important points that emerge from exploring methods for creating poetry photos: unlimited creativity is the spirit of the process of creating poetic photos, allowing artists to combine two different media, words and images, in unlimited ways. This provides great freedom of expression and allows for the expression of deep emotions, thoughts and meanings.

Multidisciplinary collaboration, the synergy of two artistic disciplines, art photography and poetry (Poetry Photography) can be stronger and more evocative, producing work that has strong aesthetic and narrative dimensions. Complex communication can be built by combining words and photos, Photo Poetry is able to convey messages and emotions in a more complex way than single media. This allows viewers to experience the work in greater depth and variety.

Technological developments always help as a tool or even create new media for artistic expression. Image editing applications and text editing software, have simplified the process of creating poetry photos, and allowed artists to explore various creative techniques in combining words and images. Poetry photo works have the potential to influence audiences emotionally and intellectually, hopefully inspiring them to reflect on the meaning and message in the work.

In the digital and social media era, words and images are becoming increasingly important in communicating, the method of creating poetic photos is an interesting example of how art can adapt to modern trends and technology. Creating poetry photos is not only a form of creative artistic expression, but also a cultural experiment that maintains the power of message and meaning in this digital era. The essence of this method of creating poetic photos provides a platform for a deep encounter between photography and literature, producing works of art that speak with beauty and wisdom.

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