

# MOTIVASI DAN PENGALAMAN FOTOGRAFER DALAM MEMAKNAI KEGIATAN FOTOGRAFI *SUNDAY MORNING RIDE*

MUHAMMAD FARHAN DWIPUTERA

## ABSTRAK

Kegiatan *Sunday Morning Ride* sendiri sudah menjadi hobi dan gaya hidup bagi para pecinta otomotif khususnya sepeda motor. *Sunday Morning Ride* atau biasa disingkat Sunmori adalah kegiatan berkendara motor di hari Minggu pada pagi hari. *Sunday Morning Ride* memiliki manfaat yaitu menghilangkan stres dan penat serta menjadi wadah bersosialisasi antar sesama pengendara sepeda motor. *Sunday Morning Ride* juga dijadikan sebagai objek fotografi oleh fotografer yang tertarik dengan dunia otomotif. Fotografer yang memotret kegiatan *Sunday Morning Ride* memandang bahwa kegiatan ini merupakan suatu fenomena yang tampak sehingga menarik perhatian para fotografer. Penelitian ini bertujuan untuk mengetahui pengalaman yang dikonstruksi oleh fotografer dalam memotret kegiatan *Sunday Morning Ride*. Manfaat penelitian ini adalah diharapkan penelitian ini dapat memberikan kontribusi terhadap pengembangan ilmu komunikasi khususnya makna sebuah pengalaman dari seorang fotografer *Sunday Morning Ride*. Penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan teori fenomenologi. Hasil penelitian yang diperoleh menunjukkan bahwa terdapat tema-tema yaitu fenomena komunikasi, motivasi memotret kegiatan *Sunday Morning Ride*, dan makna pengalaman fotografer *Sunday Morning Ride*. Fotografer memandang kegiatan *Sunday Morning Ride* sebagai suatu fenomena yang tampak serta menarik perhatian untuk memotretnya. Fotografer *Sunday Morning Ride* juga memiliki berbagai pengalaman dalam mengkreasikan hasil foto sehingga foto memiliki makna yang dapat dipahami bagi yang melihatnya serta konsekuensi yang dialaminya terkait dengan memotret kegiatan *Sunday Morning Ride*.

**Kata kunci:** Fotografer, *Sunday Morning Ride*, fenomenologi, pengalaman, motivasi

**PHOTOGRAPHER'S MOTIVATION AND EXPERIENCE FROM  
INTERPRET THE SUNDAY MORNING RIDE PHOTOGRAPHY**

**MUHAMMAD FARHAN DWIPUTERA**

**ABSTRACT**

*The Sunday Morning Ride activity itself has become a hobby and lifestyle for automotive lovers, especially motorcycles. Sunday Morning Ride or commonly abbreviated as Sunmori is a motorbike ride activity on Sunday in the morning. The Sunday Morning Ride has the benefit of relieving stress and fatigue as well as being a forum for socializing among motorcyclists. The Sunday Morning Ride is also used as an object of photography by photographers who are interested in the automotive world. The photographers who photographed the Sunday Morning Ride saw that this activity was a visible phenomenon that attracted the attention of photographers. This study aims to find out the experiences constructed by photographers in photographing the Sunday Morning Ride. The benefit of this research is that it is hoped that this research can contribute to the development of communication science, especially the meaning of an experience from a Sunday Morning Ride photographer. This study uses a descriptive qualitative research method with phenomenological theory. The research results obtained show that there are themes, namely communication phenomenon, motivation to take a picture of Sunday Morning Ride, and the meaning of Sunday Morning Ride photographer's experiences. Photographers view the Sunday Morning Ride as a visible phenomenon and attract attention to photograph it. Sunday Morning Ride photographers also have various experiences in creating photos so that photos have a meaning that can be understood by those who see them and the consequences they experience related to photographing the Sunday Morning Ride activities.*

**Keywords:** *Photographer, Sunday Morning Ride, phenomenology, experience, motivation*