

Membaca representasi visual 2 dimensi karya arsitektur melalui teori semiotika:: studi kasus foto Perpustakaan UI = Reading the 2 dimension visual representation of architectural works through semiotics theory:: case study photograph of UI's Library

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Abstrak

Fotografi Arsitektur memiliki tingkat kemiripan yang cukup tinggi dengan subjek foto sehingga berfungsi sebagai media representasi. Representasi dalam arsitektur digunakan untuk membantu arsitek mengomunikasikan ide dalam karyanya melalui tanda-tanda kepada masyarakat luas. Semiotika merupakan salah satu cara masyarakat memahami ide-ide tersebut. Skripsi ini membahas mengenai bagaimana masyarakat membaca tanda dalam foto arsitektural melalui teori semiotika dengan studi kasus foto Perpustakaan UI. Semiotika dalam fotografi pernah dibahas oleh Roland Barthes melalui teori Order of Signification. Pada akhirnya, skripsi ini menyimpulkan bahwa foto arsitektural dapat mereproduksi tanda-tanda dan menyampaikan pesan yang ingin dikomunikasikan seorang arsitek kepada audiens melalui karyanya.

.....Architectural Photography has a high level of resemblance to the subject of a photograph that it serves as a medium of representation. In Architecture, representation is used to assist the architect to communicate his ideas to the audience. Semiotics is one of many ways to help people to understand and interpret signs. This thesis discusses about how people read signs in an architectural photograph by using semiotics theory with the case study being an architectural photograph of University of Indonesia's Library. Roland Barthes is one of the few theorists who have ever discussed about semiotics in photography through his Order of Significance theory. In the end, this thesis concludes that architectural photographs can reproduce signs and helps to convey the message that architect wants to communicate to the audience through his work.