

ABSTRACT

At first, photography mainly serves as a way to express art passion and as documentation means for recording activities considered to have historic values. The first photographer in Indonesia, Kassian Cephas, received a mandate to be the photographer the family of Sultan Keraton Yogyakarta. Besides, photographers known as Mendur Brothers, Frans Sumarto and Alexius Impurung Mendur, worked as the photographers of Japanese news agency Domei. Some works still remembered up until now include the photographs of the proclamation of Indonesia's independence in 1945 and Bung Tomo's speech in Surabaya.

Recently, photography does not only serve as a means for recording the history or expressing art passion. It is also used as something that has a selling value. For example, it is used for the purpose of commercial advertising or for the personal purpose of the photographer him/herself. One of the photographers that utilize photography as something with selling value is Jerry Aurum through a photography book *Femalography*, which contains female models as photography objects. However, in the production, photography book *Femalography* is full of female body exploitation. This represents Socialist Feminism, in which it is believed that oppression of women is caused by capitalism in patriarchal culture. The production of photography book *Femalography* aimed to introduce the works of Jerry Aurum to the general public.

Keywords: Photography, Modeling Photography, Photography Book Femalography, Socialist Feminism