

ABSTRACT

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Visualization of Emotional Values in Parasocial Relationship Into Surreal Photography

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The development of the world of communication influences changes in mass communication theories. Making the characteristics of the media that have been known so far merge into a new media that combines interpersonal communication with mass communication. This has opened the gates of communication channels and streamlined the process of exchanging information on social media. Producing diversity of content in the world of entertainment and influencing the culture of idolizing a media character. Thus triggering the growth of an individual's personal feeling of attachment to a media figure, known as a psychological phenomenon based on subconscious feelings, namely parasocial relationships.

By using human subconscious feelings as an approach in the creative process, surrealism photography is used as a medium in this work. Aims to visualize subconscious feelings of personal attachment, in an apparent, parasocial relationship.

Keywords: Parasocial Relationship, Social Media, Surreal Photography.