

ABSTRACT

DESIGN OF ZINES AS ANALOG PHOTOGRAPHY INFORMATION MEDIA TO INCREASE APPRECIATION OF THE CULTURAL VALUE OF ANALOG CAMERA AMONG GENERATION Z

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Photography is an art that is easily time-worn, especially with advances in camera technology in the current digital era. Before the advent of advanced technology cameras, previous generations had developed this art, and their cultural legacy needs to be preserved today. Unfortunately, many generations Z do not know the history and cultural values of analog photography. In fact, generation Z has great potential to continue and preserve the culture of previous generations. For this reason, we need an information medium that helps generation Z understand the brief history and appeal of analog camera art, and increases their appreciation of its values. This research was conducted in Bandung City using qualitative and quantitative methods, including a questionnaire aimed at generation Z. The data obtained was analyzed using descriptive methods and comparative matrix analysis. It is hoped that the results of this research can become the basis for designing effective media in disseminating information about the artistic values of analog cameras. In this way, generation Z can better appreciate this art and preserve it for the future.

Keywords: *Photography, Culture, Arts, Generation Z.*