

ABSTRACT

DESIGN OF COSPLAY PHOTOGRAPHY CATALOG BOOK AS A MEDIA FOR INTRODUCING SUBCULTURE IN INDONESIA

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Cosplay culture is a growing subculture among enthusiasts of visual media such as anime, games, and comics. The practice of cosplay emphasizes not only costume-making but also character portrayal. Photography plays a crucial role in documenting and expressing cosplay performances, acting as a medium of communication between cosplayers and photographers (kameko). However, the lack of specialized visual and technical photography references within the context of cosplay poses challenges for newcomers in the community. The final product is a catalog book titled Photography Cosplay, which serves as both a documentary and educational medium, as well as a tool to introduce subculture to a broader audience. The catalog is supported by complementary media such as photocards, posters, and X-banners to enhance distribution and engagement within the community. Through a visually rich and informative approach, this project aims to enrich the reference landscape of cosplay photography and bridge the needs of both cosplayers and photographers in producing high-quality visual work.

Keywords: Cosplay, photography, catalog, visual communication design, documentation