



Lighting Modifiers Training In Food Photography For Fellow Pages Community

Pelatihan Penggunaan Lighting Modifier Untuk Fotografi Makanan Komunitas Fellow Pages

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Abstrak

Sejak pandemi COVID-19, banyak pelaku usaha rumahan di sektor makanan dan minuman bergabung dalam komunitas Fellow Pages untuk meningkatkan pemasaran produk mereka secara digital. Komunitas Fellow Pages merupakan kumpulan dari para pelaku usaha makanan yang digagas oleh sekelompok pertemanan yang memiliki bisnis di bidang kuliner. Salah satu tantangan utama yang mereka hadapi adalah menghasilkan foto makanan yang menarik dan profesional untuk media sosial. Pelatihan ini bertujuan untuk meningkatkan keterampilan fotografi makanan anggota komunitas Fellow Pages, dengan fokus pada penggunaan lighting modifiers. Metode yang digunakan meliputi sesi teori dan praktik langsung, dengan evaluasi melalui survei sebelum dan sesudah pelatihan. Hasil pelatihan menunjukkan bahwa 85% peserta mengalami peningkatan pemahaman dan keterampilan dalam teknik pencahayaan, serta 70% dari mereka melaporkan peningkatan keterlibatan pelanggan di media sosial. Keberhasilan pelatihan ini dibuktikan melalui analisis perbandingan hasil foto sebelum dan sesudah pelatihan serta survei persepsi peserta mengenai peningkatan keterampilan mereka. Selain itu, analisis dilakukan dengan membandingkan kualitas foto yang diunggah di Instagram sebelum dan setelah pelatihan, berdasarkan aspek teknis seperti pencahayaan, komposisi, dan ketajaman, serta interaksi media sosial seperti jumlah like dan komentar. Pelatihan ini memberikan dampak positif bagi strategi pemasaran digital komunitas Fellow Pages dan diharapkan dapat terus dikembangkan dengan materi lanjutan seperti editing foto dan branding visual.

Kata kunci : Fotografi Makanan, *Lighting Modifier*, Media Sosial, Komunitas *Fellow Pages*

Abstract

Since the COVID-19 pandemic, many small and medium enterprises (SMEs) in the homemade food and beverage sector have emerged to sustain their income. The Fellow Pages Community is a group of food entrepreneurs initiated by a circle of friends with culinary businesses. One of their main challenges is product marketing on social media, particularly in presenting visually appealing food photographs. This training aimed to enhance the food photography skills of the Fellow Pages Community members, focusing on the use of lighting modifiers. The methods included theoretical sessions and hands-on practice, with evaluation through pre- and post-training surveys. The results showed that 85% of participants experienced improved understanding and skills in lighting techniques, and 70% reported increased customer engagement on social media. The success of the training was evidenced through a comparative analysis of pre- and post-training photographs and participant perception surveys on their skill improvement. In addition, an analysis was conducted by comparing the quality of photos uploaded on Instagram before and after the training based on technical aspects such as lighting, composition, and sharpness, as well as social media engagement metrics like the number of likes and comments. This training had a positive impact on SMEs' digital marketing strategies and is expected to be further developed with advanced topics such as photo editing and visual branding.

Keywords: Food Photography, *Lighting Modifier*, Social Media, *Fellow Pages Community*

1. Introduction

Food is a fundamental necessity for humans and has long been an essential part of daily life. In the modern era, food photography has evolved into a form of visual art that plays a significant role on social media, influencing consumer behavior and marketing strategies. Fellow Pages Community is a community of small business owners in the food and beverage sector who actively use digital platforms to market their products. This community was selected as the target for this training due to their active engagement in online marketing and their need for improved food photography skills, particularly in lighting techniques.

With the help of photography, food is presented in an engaging, stimulating way that stimulates the appetite and invites the senses to look at it as well as taste it. The types of food uploaded to Instagram are very diverse, starting from luxury restaurant style dishes, snacks, food stalls, and food courts, even stalls selling various types of culinary with exclusive prices and appearance, up to simple food like vegetables and various cuisine homely other. [1]. Food photography's history-related length is close to development technology photography. At the beginning of the 19th century, photography was still limited to the daguerreotype technique, which requires time-long exposure, so subject photography had to be silent for quite a long time. However, with the development of technology, techniques, and tools, photography is also increasingly sophisticated, enabling photographers to catch pictures of food with more detail and deep time. In the middle of the 20th century, photography food became known widely through cookbooks and magazines, which utilized Photo food to give inspiration and visual guidance to Readers. Food Photography Mouth considered for display with a better way interesting to be able to interesting more Lots enthusiast or consumers. [2].

The use of Photo food for promotion started to develop rapidly along with the progress of digital technology and the internet. Attractive and high-quality food photos become a tool for very effective marketing, especially in the era of social media. Platforms like Instagram, Pinterest, and Facebook allow marketers to promote their culinary and promote products

in a way broad and direct to Consumers. Research shows that, interestingly, displaying food can increase the tastes and desires of consumers. To try products the [2]. Thus, the quality of Photo food becomes a key factor in digital marketing strategy. Food photos not only function as a tool for promotion but also as a method for building brand and image products. Consistent food photos with identity *brands* can help create a strong impression in the minds of consumers. For example, brands famous often use color and style in a typical photo To differentiate the product from competitors, each brand usually has a *color feature*, *shape features* as well as *image features* alone For differentiate the product with product Other. [3]. In addition, photos of interesting food can also increase interactions on social media, such as the number of likes, comments, and shares, which ultimately can expand the range of promotional products.

Food photography is an element important in marketing culinary, especially for MSME actors engaged in the home industry sector food. The visual quality of A product's food not only interests the attention of consumers but can also increase the mark and sell the product. Therefore, the ability to document product food well becomes very crucial for UMKM actors. Realizing importance In this aspect, the Fellow Pages UMKM Community held training about the use of lighting modifiers in photography food as one of the efforts to improve the skills of photography of its members.

In context, visual display and photography of good food are influenced by several factors. First, proper lighting is crucial to highlighting the texture, color, and detail of food. Using natural or modified artificial light or *lighting modifiers* like *softbox* or *reflector* helps create soft and dramatic shadows. Second, a balanced composition, such as rule thirds, framing, and angles (*eye angle or flat lay*), can direct the audience's attention to the main focus, namely the food itself. [4]. Third, food styling plays a role in making food look more interesting and inspiring to taste, with elements like decoration, arrangement of plates, and color contrast. Fourth, the use of property Supporter like background, tools eating, and texture cloth, can add an enriching visual dimension context photo. Finally, the editing process post-shoot, including the arrangement of saturation color, contrast, and brightness, is also important to improve visual display without removing the impression experience of food. A combination of these factors can create a photographic aesthetic and attractive food. There are 2 lighting basics for shooting food: lights flash and continue. It will be easier if continuous light is used because the results of the lighting obtained are the same as seen by the eye. *Lighting modifiers* are tools aids used in photography to organize light so that it produces the effect of more lighting. In the context of food photography, the use of lighting modifiers can help produce pictures with sharp detail, accurate colors, and an attractive presentation. [5]. Many MSME actors still do not understand the technique, so the documentation product they often is not enough maximum. Training This aims to fill in the knowledge gap and provide an understanding of the practical use of *lighting modifiers* in food photography.



Figure 1. Various lighting modifiers for shooting

Source: <https://www.prophotostudio.net/blog/learning-center/essential-lighting-modifiers-for-product-photography/>

Activity training This contribution is fundamental to audience targets, namely MSME actors who are members of the Fellow Pages Community. With improved ability in photography, expected they can promote product food they with more effectively. Quality product photos will more easily attract the attention of candidate buyers on digital platforms such as social media and *e-commerce*. In addition, the increased visual quality of the product can also increase the trust of consumers towards the brand or the brand they offer. Training This is arranged comprehensively, starting from an introduction about types of lighting modifiers and how to use them, up to practice direct session photo shoot product food. This method gives experience directly to participants and helps them understand techniques taught with more good. The Trisakti Photography PKM Team is experienced in the field of photography. Food is also served to give practical guidance and tips that can be directly applied by the participants. Training, it is expected, can have a significant positive impact on the photography UKMK Fellowpages members. With increased skills, UMKM actors cannot only produce documentation of more products but also can increase Power competition products in the market. Increasing this is the end expected can contribute to the growth of business and welfare economy of MSME. (Asega et al., 2022)Actors.

UMKM Fellow Pages, consisting of home food industry players, face various challenges in promoting their products effectively through visual media. One of the main problems is the inadequate quality of product photos. Many members of this community do not yet have sufficient knowledge and skills in food photography, especially in the use of lighting modifiers. Without a good understanding of how to set up lighting, the results of food product photos often look less attractive and are unable to capture the details and texture of the food well. This results in a lack of visual appeal of their products on digital platforms, which directly affects consumer interest and purchasing decisions (Halim et al., 2021).

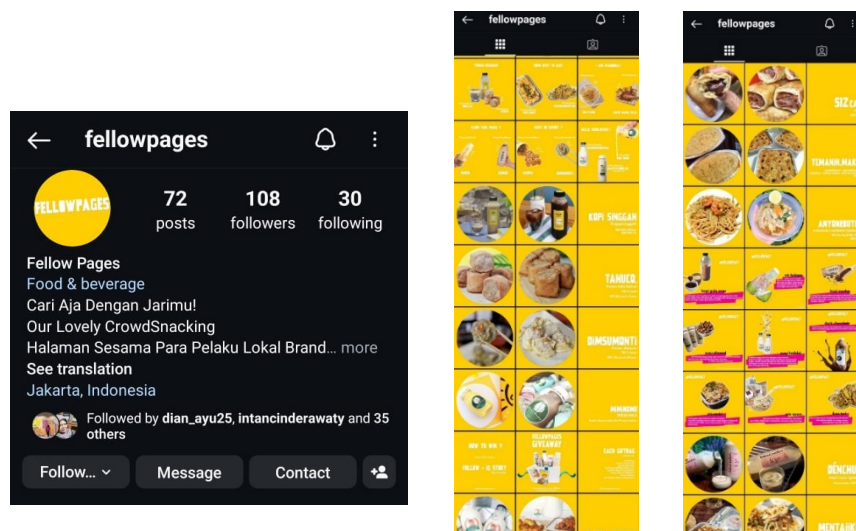


Figure 2. Screenshot of the UMKM Fellow Pages Instagram account

Source: Instagram Fellow Pages

Limitations facilities and equipment photography owned by UMKM actors Fellow Pages become constraint alone. Many of those who only use camera mobile phones without tools help with adequate lighting, so difficult To produce Photo with a quality professional. The absence of lighting modifiers such as softbox,

reflector, or diffuser makes it difficult to control light good The intensity and also the direction of the light, which is very important for getting results Photo optimal. [7]Food. Training about the use of lighting modifiers is very necessary to help these UMKM actors increase their photography skills so that they can produce more products that are attractive, professional, and capable of competing in an increasingly digital market. The main goal of training in the use of lighting modifiers in photography The food organized by the Trisakti Photography PKM team for UMKM Fellow Pages is to improve the visual quality of Photo product food produced by UMKM actors. With greater understanding and skills in arranging lighting, it is hoped that participants can produce more photos that are attractive, professional, and capable of inspiring the appetite of Consumers. Quality product photo height can strengthen the digital marketing strategies of business actors MSMEs so that products they more easily known and in demand by consumers on e-commerce platforms and social media.

Training also aims to give solutions practical to limited facilities and equipment owned by the UMKM actors *Fellow Pages*. With understanding method work and use various type *lighting modifiers*, participants training can maximize use simple tool However effective in photography food. This not only helps them overcome technical challenges but also opens up opportunities for them to create and innovate in documenting products. In the end, the training This expected can increase Power competition *Fellow Pages* UMKM products in an increasingly competitive market competitive and supportive growth business them. As for the benefits, this training improves the visual quality of the photo product food. With a greater understanding and skills in arranging lighting, UMKM actors can produce more photos that are attractive, professional, and capable of inspiring appetite consumers.

Second, training also helps MSMEs overcome the limitations of their facilities and equipment photography. With simple lighting *modifiers*, however effective, they can optimize the lighting in Photo products without the need for investment in expensive equipment. This allows them to create and innovate in documenting product food with more results good. In addition, the ability to produce professional photo products can increase the trust of consumers and potential sales, which ultimately contribute to the growth of business and welfare economy of UMKM actor's *Yellow Pages*.

2. Method

Implementation activity was held on March 24, 2024, at 13.00 WIB on Jl. Poltangan , South Jakarta. Activity Devotion to the Community is managed by the coordinator activities and teams the executor consisting of two lecturers, and two students, each becoming instructor and assistant instructor as well as documentation in this PKM activity.

Implementation method training started to identify main problems faced by MSME Fellow Pages in photography food, namely low-quality Photo product consequences and lack of knowledge and skills in the use of lighting modifiers. The participants were selected based on specific criteria, including active engagement in food product marketing on social media and a willingness to apply photography techniques to enhance their product presentation. The selection process involved an open call within the Fellow Pages Community, followed by a screening process to ensure that participants had basic knowledge of photography and access to at least a smartphone camera for practice.

Through discussions with the member community, team training can understand in a way deep challenges and needs specific to the community. Based on the results of the identification problem, team training compiles appropriate material with needed participants. The material includes a theory base about lighting in photography, types of lighting modifiers, and techniques used in food photography. With the provision of relevant and applicable material, participants are expected to be able to obtain a strong understanding of draft basics and practice the best in arranging Lighting. The approach breakdown problem is to be continued with direct session practice, where participants are allowed to apply the theory that has been studied. Through simulation and study cases, participants can try various techniques using *lighting modifiers* in taking photos of food products. The instructor from Trisakti Photography PKM Team gave direct and constructive feedback during this session so that Participants could improve and optimize the results.

To measure the impact of the training, participants completed a pre-training and post-training survey assessing their understanding of lighting techniques and their confidence in applying them. Additionally, they were required to submit a food photograph before and after the training, which was evaluated based on sharpness, lighting quality, and composition. The comparison between pre- and post-training images, along with participant feedback, was used as quantitative evidence of skill improvement. Furthermore, an analysis was conducted by comparing food photos uploaded on Instagram before and after the training. This evaluation considered technical aspects such as lighting, composition, and sharpness, as well as social media engagement, including the number of likes, comments, and shares to determine the impact of improved food photography on digital marketing performance.

The implementation of this PKM is carried out with method demonstration, Method demonstration is a method presentation lesson that demonstrates and shows to a student a process, situation, or object certain, good actually, or only just imitation. The demonstration method is a method of presentation lesson that

demonstrates and shows to a student a process, situation, or object certain Good actually or just imitation. [8]. Purpose of use method This demonstration is for the team PKM can demonstrate in a way direct and expected The materials demonstrated can be more easily accepted by participants PKM. In the context of the training *lighting modifier*, demonstration allows participant training to see in a way that directs every process stage, starting from preparation to the shooting process. By showing steps in a way that is real, students can more easily understand and internalize the techniques taught. [9]. Through method demonstration, the instructor can create an interactive environment where participants not only listen to explanations but also observe and participate in the training process.

Implementation method activity Training Use *Lighting Modifier* for UMKM Food Photography Fellow Pages is step First is do survey need to know to what extent mastery of technical photography from the participants training in matter photography food. With the information collected, the Trisakti Photography PKM team can design an appropriate training program targeted to the needs of the participant.

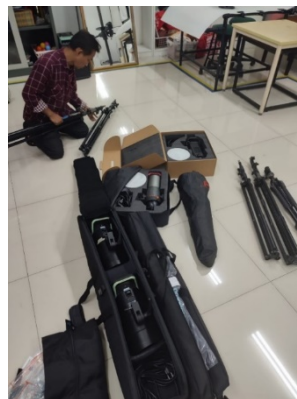


Figure 3. Preparation PKM Activities
Source : Silviana Tahalea

Step two is the compilation of curriculum training. Curriculum This covers material about the basics of lighting in photography, types of lighting modifiers, techniques used, and session practice directly. A compilation curriculum done with the involvement of the PKM team or those who have experience in food photography training to ensure that the material presented is relevant and applicable. After the curriculum is arranged, the next step is the preparation of equipment. This covers provision room adequate training, equipment photography like camera, tripod, and various types of lighting modifiers such as softbox, reflector, and diffuser. In addition, the team also prepared example product food that will be used in session practice. The availability of adequate equipment and facilities is essential for supporting an effective learning process and enabling participants to apply theories studied directly.

The final step in preparation is training the instructor and testing the materials. Instructors involved in training must be well-prepared to ensure they master the material to be delivered and can provide effective guidance to participants. Additionally, material testing through simulation training is conducted to ensure that all aspects of the training run smoothly and are appropriately planned. Training and testing instructors are crucial to ensuring the quality and success of training programs. A how-to guide to masterful training, *Instructor Excellence* offers insights into achieving superior results in the classroom. The book provides valuable guidance for both novice and experienced trainers, covering essential aspects such as class preparation, participant engagement, effective presentation skills, training aid utilization, and course evaluation. It also serves as a resource for training program managers by outlining performance standards for evaluating instructors effectively[10].

Activity materials compiled by the PKM team, as follows: material activity lighting modifier training for photos food :

- a. Basic Introduction to Food Photography to provide an understanding base of photography food. Topics to be discussed cover the importance of photography food in marketing, elements base photography like composition, angle taking images, and focus, and How These elements influence the results end photo. Participants will be invited to understand How Photo food can interest the attention of consumers and improve Power pull products.
- b. Explanation of the Theory and Practice of Lighting Modifiers that teaches theory-based about lighting in photography food and the use of lighting modifiers to regulate and manipulate light. Lighting modifiers

such as softboxes, reflectors, and diffusers will be explained in detail, including the method of use and the effects they produce.

- c. Basic Shooting and Editing Techniques Practice that focuses on techniques taking the right image to produce attractive and professional food. In addition, participants will learn techniques based on editing photos to improve and beautify the results.
- d. Analysis of Results, where participants will analyze the resulting photos during training. With guidance from the instructor, participants will learn about their strengths and weaknesses from the results, as well as accept feedback for repair.

3. Results and Discussion

Lighting Modifier Training for Food Photography for UMKM Fellow Pages successfully had a significant positive impact on the participants. Participants who were initially not familiar with technique lighting in photography food are now capable of applying the simple lighting modifier that has been studied to produce more food that is attractive and professional. Improvement This skill allows them to believe in promoting products on social media and other digital platforms. More food photos inspiring appetite expected to interesting more Lots customers and improve sales of their MSME products.

Experimenting with the use of lighting modifiers is one of the stages in the process of creating a photo or method creation applied work in an environment academic considered as contribution important to design draft photography, especially in context photography food. This method has the potential to produce work photography with a better visual quality aesthetic. Application This method can also help create more work relevant with objective specific, both for the benefit of aesthetic and also commercial. Training about the use of lighting modifiers in food photography aims to improve the ability of perpetrator businesses, especially owners of Micro, Small, and Medium Enterprises (MSMEs), to produce informative, interesting, and appropriate photos for their target market. The method of creation work This versatile photography can be applied in various genres of photography, including promotional and commercial photography, to allow more optimal results in conveying visual messages to the target audience. Thus, understanding and mastering this method plays a role crucial in increasing the quality and relevance of work photography food. [11].

At the beginning of the training, the instructor gives an understanding of the technique base photography food, including elements important like lighting, composition, and use of props. The material presented covers techniques for taking corners in the right photo, like *eye level*, *45-degree angle*, and *flat lay*, each of which provides a different visual impact on the appearance of food. In addition, participants are also taught the importance of the *rule of thirds* and *framing* in building interesting compositions to focus viewers on the elements main in the image. In the context of photo shoot food, choosing the right props becomes very important. The instructor emphasizes how props, like tools, food, plates, cloth, or decorative elements, can support the visual narrative and create a harmonious atmosphere with the theme photo. Selected props with good can enrich the appearance photo and add mark aesthetics, while the props lacking right can disturb focus and reduce the quality of the overall visual of the picture.



Figure 4. Explanation Instructor PKM Activities
Source : Silviana Tahalea

After that, the instructor demonstrated the use of *lighting modifiers* and characteristics from each existing modifier as well as methods to arrange lighting in photography food. Focus This training is on how to

utilize lighting to improve the product's visual display of food, with arranged direction and intensity light for food details like texture and color so that they can be seen more clearly and interestingly.



Figure 5. Session Demonstration PKM Activities

Source : Silviana Tahalea

For the team executor from the Photography Study Program at Trisakti University, this training is an opportunity to contribute directly to the development of practical skills in the Fellow Pages Community. The implementers also get experience valuable in organizing effective and useful training for participants. In addition, the success of this training strengthens the connection between universities and communities, opening opportunities for collaboration in the future. The implementation of this program also shows the university's commitment to supporting the development of local MSMEs in line with its mission to provide a positive impact on society through education and training. The following is Part of the results practice. Photo from the Fellow Pages Community.



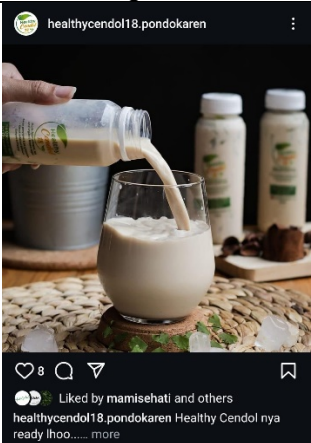
Figure 6. Product Photography Training Results MentaiiKuy


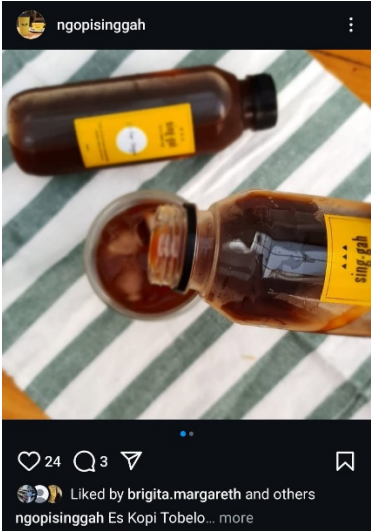
Source : Instagram MentaiiKuy


Achievement results from Training Use *Lighting Modifiers* for Food Photography were measured through several measures, including the ability of technical participants before and after training. Before the training started, the team asked questions to find out the knowledge basic and skills of participants in the use of lighting for photography food. Based on the question, the known participant training Not yet known function, and method use of lighting modifiers in photoshoot food. After the training was completed, participants practiced taking pictures of each product, and the results were good. Participants can apply technical photography like the use of depth of field to create an object that can be seen as more dominant. The use of lighting modifiers can be seen from the soft, diffused lighting evenly distributed, and there is a balanced gradation between *shadow and highlight*. Based on post-training evaluations, 85% of participants reported improved confidence in using lighting modifiers, and 70% of them stated that their food photographs received higher engagement on social media. Before the training, only 30% of participants were familiar with lighting modifiers, whereas after the training, 90% of them expressed a clear understanding of their functions and applications. Furthermore, image analysis indicated an average improvement of 40% in photo quality based on brightness, contrast, and composition as assessed by photography experts.


Here is the table of analysis results for several food product photos from the Fellow Pages Community :

Table 1. Pre training dan Post training analysis

No	Pre-Training	Post- Training	Analysis
1			<p>Technical Analysis:</p> <ol style="list-style-type: none"> Lighting: <ol style="list-style-type: none"> The first image (pre-training) has a flat and harsh lighting setup, creating strong shadows and overexposed text areas. The second image (post-training) demonstrates improved lighting control, with soft and diffused lighting that enhances texture and creates a more natural look. Composition: <ol style="list-style-type: none"> The first image is centered on an informational poster with a product placed at the bottom, making the layout visually unbalanced. The second image follows a more engaging composition, using the rule of thirds and incorporating props to create a dynamic scene. Sharpness and Depth of Field: <ol style="list-style-type: none"> The first image lacks sharpness and depth, with text and background elements competing for attention. The second image utilizes a shallow depth of field, emphasizing the pouring action and main subject while keeping background elements softly blurred. <p>Social Media Engagement:</p> <ol style="list-style-type: none"> Pre-Training Post: <ol style="list-style-type: none"> 15 likes and 2 comments. The image appears more informative than visually appealing, likely affecting engagement. Post-Training Post: <ol style="list-style-type: none"> 8 likes and no comments, suggesting lower engagement despite improved aesthetics.

			<div>b. The image quality is more professional, but additional factors such as caption strategy and timing might influence engagement.</div>
2			<div>Technical Aspects:</div> <div>1. Lighting & Exposure:</div> <div>a. Before (First Photo): The lighting is soft but slightly underexposed, particularly in the background. The dark tones give a moody feel, but the coffee cup lacks vibrancy.</div> <div>b. After (Second Photo): Brighter and more natural lighting. The striped background adds a fresh and clean atmosphere, making the coffee appear more inviting.</div> <div>2. Composition & Framing:</div> <div>a. Before: The cup is well-positioned, and the coffee beans scattered around create texture. However, the image feels a bit cramped, and the background lacks depth.</div> <div>b. After: A stronger composition with a dynamic pouring motion. The bottle is positioned diagonally, creating movement and guiding the viewer's eye across the image. The negative space is also used effectively.</div> <div>3. Depth of Field & Focus:</div> <div>a. Before: The depth of field is shallow, but the focus on the cup is slightly soft. The droplets of coffee add an interesting element, but they could be sharper.</div> <div>b. After: Improved focus and sharpness. The main subject (bottle and cup) is clear, while the background remains subtly blurred, enhancing the sense of depth.</div> <div>4. Color & Contrast:</div> <div>a. Before: The overall tone is neutral and</div>

			<p>cool, with less contrast between the subject and background.</p> <p>b. After: Warmer and more inviting tones. The yellow label contrasts well against the neutral background, making the brand name more prominent.</p> <p>Social Media Engagement:</p> <p>a. Before: 28 likes, no comments.</p> <p>b. After: 24 likes, 3 comments. While the second photo has slightly fewer likes, the increased engagement (comments) suggests that it resonates more with the audience. A more dynamic composition might encourage interaction.</p> <p>Conclusion & Suggestions:</p> <p>a. Improvements Observed: Better lighting, stronger composition, and improved depth of field in the second photo.</p> <p>b. Further Enhancements: Experiment with different angles and textures to make the coffee look even more appealing. Adding a storytelling element (e.g., a hand pouring or holding the cup) could further increase engagement.</p> <p>Overall, the post-training photo shows clear improvement in composition, clarity, and audience engagement, making it a more effective promotional image.</p>
3			<p>1. Technical Aspects:</p> <p>a. Lighting: The image has a yellowish tint, likely due to warm lighting or white balance issues.</p> <p>b. Composition: The stacked containers create repetition but lack depth or variation in the arrangement.</p> <p>c. Focus & Clarity: The labels are readable, but the texture of the packaging could be sharper.</p>

		<p>d. Background: The plain background keeps the focus on the product but feels flat and lacks visual appeal.</p> <p>2. Social Media Engagement:</p> <p>a. The caption is functional but not engaging. It lacks a strong call to action (CTA).</p> <p>b. There is no branding or additional design elements to make it stand out in a busy Instagram feed.</p> <p>c. The overall aesthetic does not fully capture the essence of the product, making it less visually appealing.</p> <p>Second Photo (After Training)</p> <p>1. Technical Aspects:</p> <p>a. Lighting: Much improved, with natural and soft light enhancing the product's appearance.</p> <p>b. Composition: The product is placed in a well-styled setting, with supporting elements (cookies, cork mat) adding context.</p> <p>c. Focus & Clarity: The product is sharply in focus, with a blurred background creating depth.</p> <p>d. Background & Design: The added graphic elements (pink background, cookie illustrations) make the post more visually engaging and aligned with a brand identity.</p> <p>2. Social Media Engagement:</p> <p>a. The caption is more engaging, with playful language and a direct appeal to the audience.</p> <p>b. The image is designed with branding in mind, making it more recognizable.</p> <p>c. The visual hierarchy (brand name, product, weight) is clear, making the information easy to process.</p>
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			<p>The second image demonstrates significant improvement in both technical execution and marketing strategy. It is more visually appealing, engaging, and effective in communicating the brand and product. This suggests that the training successfully enhanced both photography and branding awareness for social media marketing.</p>
4			<p>First Photo (Before Training)</p> <p>Technical Aspects:</p> <ol style="list-style-type: none"> Lighting: The warm and slightly uneven lighting gives the image a yellowish tint, affecting color accuracy. Composition: The placement of the bottles is symmetrical but lacks additional styling elements to enhance the visual narrative. Focus & Clarity: The product is in focus, but the image lacks sharpness and texture detail. Background: The textured brick wall adds warmth but competes with the product for attention. <p>Social Media Engagement:</p> <ol style="list-style-type: none"> Caption: The message is friendly but lacks a direct appeal to encourage interaction. Branding: While the product label is visible, the overall visual does not fully highlight the brand identity. Aesthetic Impact: The image feels less polished and engaging compared to the after-training version. <p>Second Photo (After Training)</p> <p>Technical Aspects:</p> <ol style="list-style-type: none"> Lighting: Well-balanced with soft natural light, giving the product a fresh and clean look. Composition: The arrangement of bottles, wooden board, and wicker basket creates a visually appealing scene. Focus & Clarity: The primary product is sharply focused, while the background is softly blurred, creating depth. Background & Design: The neutral background complements the product without distraction,

			<p>enhancing the overall aesthetic.</p> <p>Social Media Engagement:</p> <ol style="list-style-type: none"> Caption: The description introduces the product variant clearly but could be more engaging with a strong CTA (Call to Action). Branding: The clean and modern label design strengthens brand identity. Visual Appeal: The composition makes the product look premium and aesthetically pleasing, making it more eye-catching on social media. <p>The after-training photo shows a significant improvement in lighting, composition, and branding. The use of a neutral, clean background, better focus, and depth of field enhances the product's appeal. Additionally, the branding is clearer and more effective, making the image more suitable for professional marketing on social media.</p> <p>The before-training photo, while still functional, lacks the polished look, branding consistency, and professional feel needed to stand out in a competitive market. The training has successfully enhanced both photographic and marketing skills, making the new image more compelling for engagement and conversion.</p>
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Sources : Silviana Tahalea

In general, the photos produced by these participants provide a powerful, strong, and capable visual appeal to attract consumers on promotional platforms or social media. On the contrary, promotions not only can support or introduce a product in front of the consumers, but of course, promotions can help gain more affect or impact Good to sale A product. The promotion also has objectives, namely being able to translate psychology to a consumer, persuading a consumer, converting response affection, reminding consumers of products offered, and providing information to consumers. [12].

Participants show a better understanding of how to organize food to look more inspiring and tasty. With the techniques taught, such as election-appropriate accessories and styling aesthetic food, participants are capable of creating more professional and attractive food. This helps participants in the repair method they present their product food on social media. This has a positive impact on the improvement of Power competition products in the market.

Therefore, this training helps MSMEs in increasing the Power of the competition products they have in the digital market in a better and more effective way. Consistent food photography with brand identity can help build an image of a strong product. With techniques like more lighting and food *styling*, MSMEs can create Photo-suitable products with the desired image they convey. By applying this principle, UMKM Fellow Pages can strengthen their brand and increase awareness of consumers of the product.

4. Conclusion

The comparison between the before and after photos demonstrates a noticeable improvement in product photography following the training. The post-training image exhibits better lighting, composition, and clarity, making the product appear more appealing and professional. Additionally, the engagement on social media suggests that enhanced visual presentation contributes to better audience interaction. These findings highlight the importance of high-quality photography in increasing brand perception and social media engagement for food and beverage businesses.

Training techniques in lighting for food photography conducted for Fellow Pages Community provide a positive impact on improving the visual quality of food products. With a better understanding of lighting techniques and food styling, participants are capable of producing more attractive and effective photos for marketing on social media. This improvement contributes to product competitiveness, brand building, and consumer trust, ultimately supporting business growth and the economic well-being for this kind of community. Good visual quality in food photography also enhances consumer trust in the brand or product being offered. Clear, sharp, and visually appealing photos create a professional impression, increasing consumer confidence in product quality. Therefore, this training not only enhances aesthetics but also strengthens connections with consumers.

Although this training successfully increased the number of skilled participants, some challenges remain, such as limited access to professional photography equipment and the need for continuous technical knowledge development. To address this, it is recommended that SMEs invest in adequate equipment and ongoing training to deepen their expertise. Support from the community and access to additional resources will also be highly beneficial for long-term success. The training program should expand its scope to cover more advanced photography techniques and the use of supplementary equipment. Additional sessions on photo editing and visual marketing can help participants create more professional and effective content.

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