



## Graphic Design in Vidio Wedding Organization on Dlight Photo Studio

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### ABSTRACT

Dlight Photo Studio has taken an innovative step by integrating graphic design in their wedding videos, not just as a decorative element, but as a medium that conveys the values of love, affection, and wedding aesthetics. Qualitative research is a research method that focuses on understanding the meaning, experience, and views of subjects through in-depth data mining that is descriptive. This research shows that graphic design plays a dual role in wedding videography at Dlight Photo Studio: as an artistic medium that enhances aesthetics and as an effective visual communication strategy to build the studio's image, identity, and competitiveness. It shows that using targeted and innovative graphic design can make audiovisual works not only documentary but also communicative, emotional, and engaging.

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## INTRODUCTION

Globalization and the rise of digital technology have brought major changes in visual culture, including wedding documentation. According to research conducted by Chen Dong, graphic design plays an important role as a medium because it not only records cultural changes but also participates in cultural negotiations through symbols, typography, and visual arrangements used in contemporary weddings. Graphic Design in Video Wedding Organization at Dlight Photo Studio is important to study because graphic design practices contribute greatly to the quality, attractiveness, and differentiating value of wedding videography services.

Dlight Photo Studio has taken an innovative step by integrating graphic design in their wedding videos, not just as a decorative element, but as a medium that conveys the values of love, affection, and wedding aesthetics. Research conducted by Fatimah Azahara at UIN Suska Riau on how to plan wedding videography, from concept discussions with clients to storyboard stages, shows that structured visual elements are essential to convey wedding messages and narratives well. This is in line with the principles of visual communication design, which states that the integration between narrative and aesthetics is essential for successful message delivery. Fatimah's study shows that well-designed wedding videography can bring emotional and spiritual meaning to the bride and groom and the audience in addition to providing aesthetic value.

## RESEARCH METHODS

Qualitative research is a research method that focuses on understanding the meaning, experience, and views of subjects through in-depth data mining that is descriptive. In contrast to quantitative research that emphasizes numbers and statistics, qualitative research emphasizes interpretive analysis of social, cultural, or behavioral phenomena based on natural contexts. According to Sugiyono (2020), qualitative research seeks to understand social reality holistically by involving researchers as the main instrument that interacts directly with participants to obtain data through observation, interviews, and documentation. Thus, qualitative

research is used to find the underlying meanings of actions, processes, and social relationships that occur in the field. So, qualitative research does not use statistical analysis or quantitative measurement, but focuses on an in-depth understanding of a phenomenon. This approach aims to explore the meaning of actions, behaviors, and social interactions that occur in society. Therefore, qualitative research focuses more on trying to understand complex and contextual realities rather than simply solidifying them. When researchers want to explore the experiences, perspectives, and meanings of the research subject, this type of research is especially beneficial. This makes the findings richer and more comprehensive.

## **RESULTS AND DISCUSSION**

The results of the study, which was conducted by looking at six wedding videos and talking to three sources—videographers, video editors, and clients—show that graphic design is essential to improve the aesthetic quality, communicative value, and branding identity of Dlight Photo Studio. This study examines two main components: (1) how graphic design elements are used in wedding videos, which include typography, transitions, color grading, graphic animation, and layout; and (2) how graphic design helps create a studio identity and make clients happier. The visual communication theories used in this analysis include typography, color, layout, and transitions as ways to convey aesthetic and emotional messages. In addition, a visual branding approach that emphasizes the commercial function and identity of the work in branding.

### **Graphic Design in Wedding Organization Videos on Dlight Photo Studio**

The results show that Dlight Photo Studio uses graphic design elements in every wedding video. Typography, transitions, color grading, graphic animation, and layout—all of which are systematically designed to enhance storyline and mood—are those elements. For example, the opening title and lower third are used typography to display the couple's name and other important information. To match the feel of the event, color gradations can be adjusted, such as warm for the reception, pastel for prewedding, and gold-white combinations for the contract procession, while the use of subtle transitions keeps the flow of the video consistent. These results are in line with visual communication theory that emphasizes that conveying aesthetic and emotional messages more effectively can be done by managing text, color, and layout.

With Dlight Photo Studio, graphic design not only serves as a decoration, but also as a tool to strengthen communication and brand identity. As the information provided by the videographer, the integration of graphics with the footage is done carefully to ensure consistent visualization. The video editor added that each graphic component was selected according to the client's wedding theme, resulting in a different and unique documentation. From the customer's point of view, the use of graphic design makes the video more romantic, beautiful, and memorable, which makes it more enjoyable. Therefore, using graphic design on Dlight Photo Studio wedding videos is a good visual communication strategy that improves aesthetic quality and enhances professional image and client satisfaction.

### **Layout in 6 Wedding Video Videos on Dlight Photo Studio**

Through the analysis of six wedding videos, the results of the study showed that the layout or visual layout is very important to produce aesthetic balance, reinforce emotional messages, and affirm the identity of Dlight Photo Studio. Not only the position of the text, images, and graphic elements is governed by the layout, but also how the audience perceives the storyline and atmosphere of the event. In graphic design theory, it appears that the principles of balance, emphasis, unity, and hierarchy are applied to every video. However, this differs depending on the theme of the event, such as reception, contract, prewedding, and engagement.

### **Layout as an Identity Affirmer**

In each video, the Dlight Photo Studio logo is always placed on the cover with the middle of the frame and white serif typography. This consistency is a strong branding element, so that each work is easily recognized. The studio's identity is emphasized through a simple yet elegant layout, without reducing the focus on the key moments of the wedding.

### **Layout as an Emotional Mood Enhancer**

Display variations are used to change the color of the event. For the reception video, gold and pastel colors with a central frame give a luxurious and romantic impression. For contract videos, symmetrical layouts with white ornaments give a sacred feel, and for prewedding videos, dynamic layouts with symmetrical frames emphasize the intimacy of the couple. This shows that the layout is not only a technical component but also a tool to create a mood that matches the theme of the event.

### Layout as an Information Media

The bottom proportionally conveys important information such as the couple's name and procedure details. The text is placed at the bottom of the frame so as not to distract from the main focus, but it is still readable by the audience. Therefore, layouts perform two functions: displaying information clearly while beautifying the visuals.

### Layout as a Differentiation Strategy

The principle is the same, but each video features several different layouts. For example, engagement videos prioritize engagement symbols by placing text in the middle of the frame with a ring background, while reception videos prioritize the festivities of the party with the main stage composition. This variety makes each piece unique and demonstrates Dlight Photo Studio's ability to tailor visual designs to the style of the event and the client's desires.

Overall, the results show that Dlight Photo Studio's wedding video layouts not only beautify the look but also function strategically to build the studio's identity, improve mood, convey information, and differentiate their work from others. This is in line with visual communication theory, which considers layout to be an essential part of conveying messages in a meaningful, communicative, and aesthetic way.

### CONCLUSION

As a conclusion from the analysis of the research results, it can be concluded that using graphic design in wedding videos with Dlight Photo Studio is not only a visual aesthetic feature, but also an important tool for visual communication and branding strategies. It is proven that the use of elements such as typography, transitions, color grading, graphic animation, and layout can enhance the narrative, create an emotional atmosphere that matches the theme of the wedding, and enhance the communicative value of the video. By using this graphic design, the studio can strengthen its professional identity, increase client satisfaction, and make a significant difference from competitors.

In addition, the results of the study show that the use of graphic design is in accordance with the purpose of the study, which is to find out how visual elements are used in wedding videos. The results of the analysis show that graphic design is an important part of the creative approach that makes videography products more significant attractive, and has a high selling point in the creative industry. It also shows that advances in graphic design can actually help create a good image and sustainability of studio services.

Thus, it can be concluded that graphic design plays a dual role in wedding videography at Dlight Photo Studio: as an artistic medium that enhances aesthetics and as an effective visual communication strategy to build the studio's image, identity, and competitiveness. It shows that using targeted and innovative graphic design can make audiovisual works not only documentary but also communicative, emotional, and engaging.

### SUGGESTION

For Dlight Photo Studio, it is hoped that it can continue to maintain and increase creativity in the application of graphic design, especially by following the latest visual trends. This is important so that the wedding video produced is always relevant, innovative, and has high aesthetic and communicative value.

For Graphic Designers and Videographers, it is advisable to not only emphasize the visual beauty aspect, but also optimize graphic design as a visual communication medium that is able to reinforce the narrative, present an emotional atmosphere, and increase client satisfaction.

For Clients/Customers, it is important to provide input, ideas, and visual preferences from the beginning of the production process so that the video results are more in line with their wishes and have an emotional closeness to the captured wedding moment.

For the next researcher, this research is still limited to one videography studio. Therefore, it is recommended to conduct a similar study in other studios or with a broader approach to obtain a more comprehensive picture of the role of graphic design in wedding videography and the creative industry in general.

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