Product Photography of Uniqlo Indonesia As A Promotion Medium
On Instagram Social Media

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ABSTRACT

This research discusses the role of product photography in the UNIQLO Indonesia brand as a promotional medium on the Instagram social media platform, where social media is one of the most important tools for brand promotion activities. With the rapid growth of Instagram users in Indonesia, UNIQLO has successfully utilized visual and narrative strengths to build a strong brand image, communicate brand values, and increase awareness and consumer interest in its products. This research analyzes how UNIQLO uses product photography to capture the essence of its unique collections, showcase functional designs, and convey brand messages. The study is conducted qualitatively with a case study on Instagram posts on the UNIQLO Indonesia account. Through this exploration, insights are gained into product photography techniques, shooting angles, display, and lighting techniques. The research highlights the importance of product photography in the activities of the UNIQLO brand, as evidenced by storytelling, brand images and aesthetic impressions, user engagement, promotion, and sales.

Keywords: product photography, brand promotion, social media, UNIQLO

INTRODUCTION

Photography is not just a mere hobby; it has become an integral part of the communication message one wishes to convey (Satrio, 2022). Product photography has evolved into a key element in the realm of marketing and visual

communication, playing a crucial role in shaping consumer perceptions of a product. In the ever-evolving digital era (Soong, 2022), where e-commerce platforms and social media dominate the stage, the success of selling a product often depends on how product photography can capture the attention and convince potential buyers (Siska et al., 2023).

Photography is becoming increasingly important in a visually saturated digital era (Soong, 2022), especially on popular social media platforms such as Instagram, which boasts over one billion active users every month. This platform has become crucial for individuals, brands, and businesses to share stories and connect with their audiences. Photography undeniably plays a vital role in the success of Instagram content. To enhance brand awareness on Instagram, photography is extremely important. Visually appealing and aesthetic images can create a strong visual allure and leave a lasting impression in the minds of followers and potential customers.

Instagram users can tell their stories through images captured by photography. Each photo can be part of a larger narrative, building brand identity, or conveying a profound message. Instagram enables creativity and innovation through photography. Through the use of various filters, creative layouts, and stories, users can express themselves in unique and engaging ways. However, it is crucial to remember that photography on Instagram is not just about attractive visuals; quality, consistency, and relevance to the audience remain essential for success. Users can maximize Instagram as a powerful visual communication platform by understanding the strength of photography and using it appropriately.

In the competitive business world, product photography is not only a visual representation but also a powerful communication tool. The use of increasingly sophisticated photographic technology and the development of digital platforms present new challenges and opportunities for marketers to create captivating and convincing product images (Ferina Nurlaily et al., 2021).

Product photography plays a crucial role in the marketing world, especially in the digital era dominated by social media. One global brand that has successfully

leveraged the power of product photography as a promotional medium is UNIQLO, a Japanese clothing company that has expanded into the Indonesian market. UNIQLO's success in promoting its products through photography not only reflects innovation in product design and quality but also its ability to harness social media platforms, such as Instagram, to create consumer engagement.

Figure 1. The retail store appearance of UNIQLO.
source: https://lifestyle.kompas.com

In this context, this research will explore the role of UNIQLO Indonesia's product photography as an effective promotional medium on the Instagram social media platform under the account @UNIQLOindonesia. With the rapid growth of Instagram users in Indonesia, UNIQLO has successfully harnessed the power of visual and narrative elements to build a strong brand image, communicate brand values, and enhance consumer awareness and interest in its products.

Through this exploration, we will understand how UNIQLO uses product photography as a crucial tool to capture the essence of its unique collections, showcase functional designs, and convey brand messages. Instagram, with its

powerful visual features, provides an ideal stage for UNIQLO to interact with customers, present captivating product shots, and evoke the distinctive creativity and modern lifestyle associated with the brand. By comprehending how UNIQLO's product photography functions as a promotional tool on the Instagram platform, we can delve deeper into the dynamics of digital marketing in the fashion industry (Prasetyo, 2021c). Simultaneously, we can consider its impact on consumer perceptions, brand-customer interactions, and effective marketing strategies in the current digital era.

This research aims to explore and analyze the role of product photography in the context of marketing and how its visual elements influence consumer perceptions (Prasetyo, 2021). The primary focus of this study is on photography techniques, visual composition, and marketing strategies that can enhance the appeal and trust of consumers towards presented products.

This research is expected to provide in-depth insights into how product photography can be an effective tool in achieving product marketing goals by comprehensively understanding the role of product photography. By engaging customers through visually appealing elements, the author will attempt to outline the best ways to maximize visual impact (Arif Ardy Wibowo et al., 2015), increase product sales, and build a strong brand image in product photography with a case study on UNIQLO product photography.

RESEARCH METHOD

This research will be conducted qualitatively and descriptively, meaning that the study aims to depict and interpret the researched objects in their real-life context. By using this qualitative approach, the research will generate descriptive data in the form of written and spoken words from both the subjects and objects of the study, as well as the theories that have been discussed (Kurniawan et al., 2021). The analysis of qualitative data is inductive, meaning it is based on the data obtained. According to Miles & Huberman, qualitative data analysis consists of three main activities: data reduction, data display, and drawing conclusions or verification (Huberman, 1992).

Data collection is conducted through direct observation of posts on the Instagram social media feed @UNIQLOindonesia, literature reviews, and supporting theories related to digital photography.

AESTHETIC PHOTOGRAPHY

Visual aesthetics have the power to shape perceptions; therefore, the creation of photographs needs to be carefully considered with well-planned conceptualization (Setiawan & Ag, 2015). Concepts and visualizations are integral parts of efforts to create creative photographic works, and various aspects within the domain of photography are utilized by some photographers (Soedjono, 2019).

In product photography, visual beauty is the key to success. The selection of the right composition and angle, the use of props, camera settings, color editing, and lighting arrangements will enhance the visual aspects of the photographs in conveying messages to consumers. This research aims to demonstrate that the overall correlation can make UNIQLO brand advertisements on Instagram visually appealing and convey the intended meaning and impression of product sales through fashion photography.

PHOTOGRAPHY TECHNIQUE
Flat Lay photography

Figure 2. Flat Lay Photography Technique
source: Len Flash

Flat-lay photography is a product photography technique that captures images of objects from a top-down perspective using a high-angle camera position (bird's eye view), where the camera is positioned higher than the photographed object (D. Putri, 2013; V. A. Putri et al., 2022). Flat-lay photography is a subgenre of still-life photography. In flat-lay photography, the main focus is on creating simple and natural images or photos. This technique also closely resembles the Rules of Thirds, a component of photo composition, making the resulting photos appear more dynamic and balanced. Due to the primary goal of this product photography technique, which is to depict products naturally through photos or images, manufacturers, especially those in the clothing industry, highly appreciate this technique.

Pose Model Fashion Photography

Fashion model photography involves a variety of techniques and strategies to capture the beauty and style of fashion products as effectively as possible (Jeff Rojas, 2017). This includes selecting the right model, effective lighting, dynamic composition, backgrounds, accessories, the gaze and position of the model, and the photographer's creativity in capturing images (Prasetyo, 2021b). In its Instagram social media posts, UNIQLO's photography often applies a fashion photography style, as it serves as UNIQLO's method of selling fashion items from the UNIQLO brand.

Detailed Shot

Figure 3. Detailed Shot Technique
source: UNIQLO Indonesia

Detailed shot is a product photography technique aimed at showcasing specific details of a product, such as its texture, features, or components (V. A. Putri et al., 2022). Product photos taken using this detailed shot technique are highly beneficial for manufacturers to instill confidence in customers regarding the items they are selling. This detailed shot photography technique also allows manufacturers to provide customers with a better understanding of product details, enabling them to see how the product truly looks by examining the images.

Indoor and Outdoor Fashion Photography Lighting

Figure 4. Outdoor Photography Lighting
source: Fashion Gone Rogue

In their Instagram social media posts, UNIQLO often utilizes indoor and outdoor photography to promote their products. Fashion photography is synonymous with models and poses to bring fashion products closer to the audience emotionally; therefore, precision is required in selecting professional models that align with the promotional goals of the brand, both in terms of lighting techniques and photography techniques (Jeff Rojas, 2017). In both still and moving image capture, light plays a crucial role in evoking visual emotions in the outcome (Eko, 2022). Indoor photography activities require adequate lighting, achievable through studio lighting techniques, while outdoor activities can utilize natural lighting techniques, namely sunlight as the light source.

Figure 5. Indoor Photography Lighting
source: Hensel.eu

Thus, indoor and outdoor settings are choices available to photographers. Other considerations include the model's pose, costume selection, alignment with the theme and background, composition (Yekti Herlina, 2007), and the necessity of a strong storytelling element (Setiawan & Ag, 2015).

Analysis of the Visual Quality of UNIQLO Photos

In the visual quality analysis step, the researcher will explain the elements visible in the product photos of the UNIQLO brand on UNIQLO's Instagram social media posts, which include design elements and visual design systems (Rochmawati, 2018). This visual quality analysis will then collect data on which elements appear as visual qualities and their intensity in the UNIQLO clothing product photos. The results of this analysis will determine the subsequent outcomes.

RESULT AND DISCUSSION
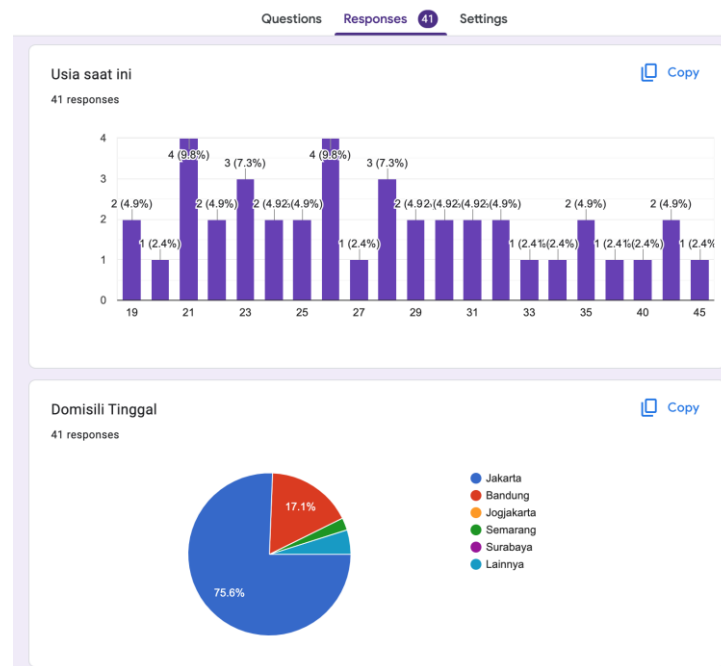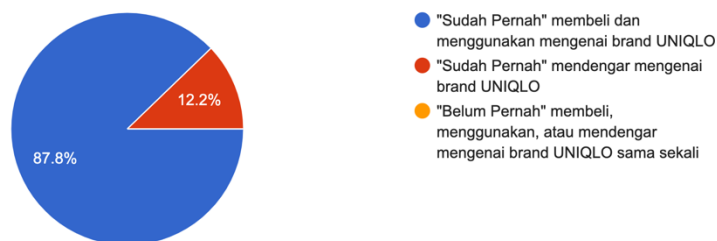
Figure 6. Survey Questionnaire Results
source: Research Data

The survey data results conclude the target audience age range is 19-45 years old. Among the 41 respondents, 87.8% have purchased and used the UNIQLO brand, while the remaining 12.2% have only heard of the UNIQLO brand. On the other hand, many respondents like UNIQLO's post visuals because their photography captures the audience's attention with various visually appealing representations of contemporary youth fashion.

Visual iklan produk UNIQLO pada postingan sosial media instagram diatas terlihat menarik secara fotografi

41 responses
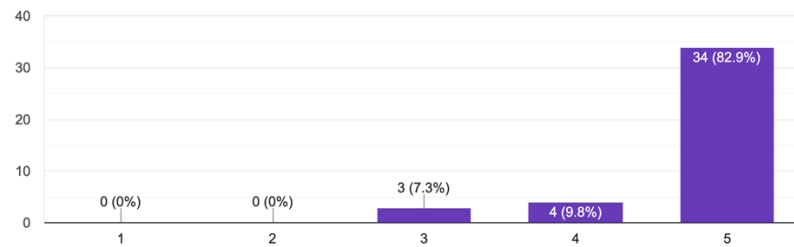
Visual iklan produk UNIQLO pada postingan sosial media instagram diatas terlihat menarik secara kesan

41 responses
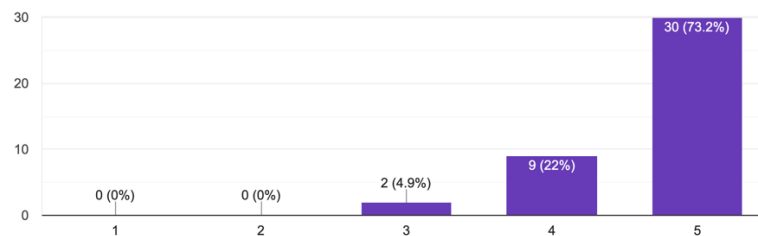
Pada visual diatas, font/ tulisan dapat dibaca dan dimengerti

41 responses
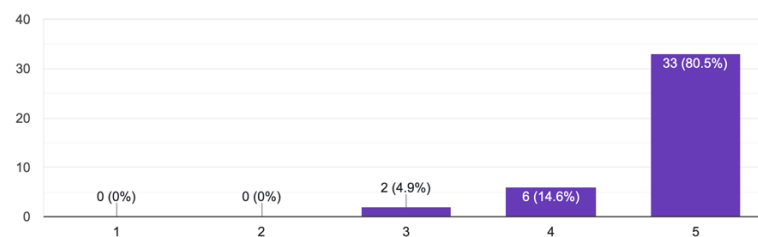
Figure 7. Survey Questionnaire Results
source: Research Data

Based on the survey results, it can be concluded that the majority of respondents are users and fans of the UNIQLO brand. The Instagram social media advertisements from UNIQLO are very appealing in terms of color and photographic visuals. However, a small portion of respondents do not fully

understand the conceptual meaning of the message conveyed through the typography in the photography displayed in the visual layout. Research related to the UNIQLO brand from an interesting design perspective is needed so that more designers and audiences can understand the application of design principles contained in the visual advertisements of the UNIQLO brand on social media.

Fashion product photography plays a crucial role in the fashion industry, assisting brands in presenting their products in an engaging, inspiring, and captivating manner to consumers. With a significant shift towards online marketing and the exponential growth of e-commerce, fashion product photography is not merely a visual document but a key element in crafting an attractive and satisfying shopping experience, particularly as seen with the UNIQLO brand. A case study to further understand the techniques of product photography will be conducted based on three Instagram social media feed posts @UNIQLOindonesia, posted at different times.
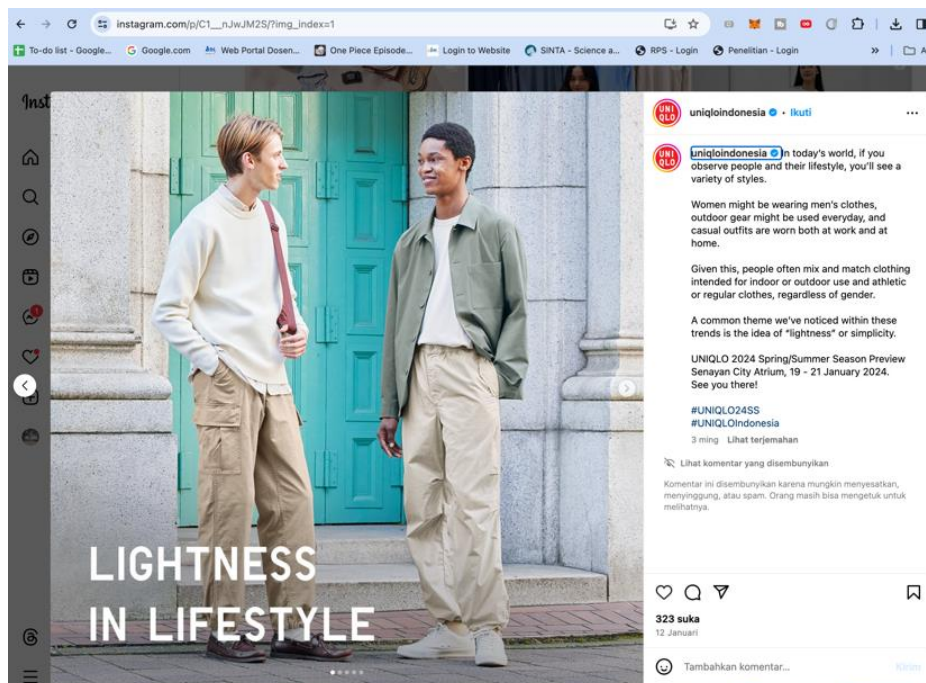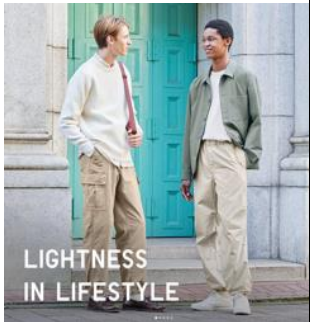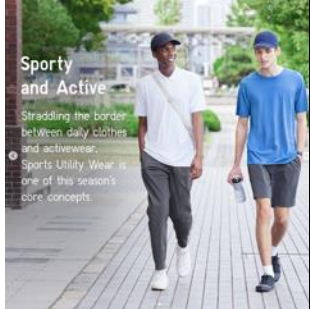
Instagram feed post on January 12, 2024.

Figure 8. Feed post on January 12, 2024
source: Instagram @UNIQLOindonesia

Caption: in today's world, if you observe people and their lifestyles, you'll see a variety of styles. Women might be wearing men's clothes, outdoor gear might be used every day, and casual outfits are worn both at work and at home. Given this, people often mix and match clothing intended for indoor or outdoor use and athletic or regular clothes, regardless of gender. A common theme we've noticed within these trends is the idea of "lightness" or simplicity. UNIQLO 2024 Spring/Summer Season Preview, Senayan City Atrium, 19 - 21 January 2024.

See you there!

Feed Order	Sample Product Photos	Product Photography Techniques	Shooting Angle	Display and Lighting Techniques
1		Pose Model Fashion Photography	The eye level of the camera's viewfinder is slightly below the model's eyes. The models gaze at each other, showcasing smiles as they engage in a relaxed discussion, and pose very cool, giving a relaxed impression.	Two male models, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting.

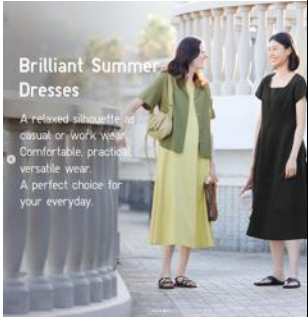| 2 | | Pose Model Fashion Photography | The eye level of the camera's viewfinder is slightly below the model's eyes. The models gaze at each other, showcasing smiles as they engage in a relaxed discussion, and pose very cool, giving a relaxed impression. | Two male models, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting. |
| 3 | | Pose Model Fashion Photography | The eye level of the camera's viewfinder is slightly below the model's eyes. The model smiles and appears friendly, walking together casually as in everyday life, and posing very cool, giving a relaxed impression. | Two male models, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting. |

4		Pose Model Fashion Photography	The eye level of the camera's viewfinder is slightly below the model's eyes. The model smiles, appears friendly, chatting together casually as in everyday life, and poses very naturally, giving a relaxed impression.	Two female models, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting.
5		There is no containing product information.	There is no photography activity here, only a design layout activity containing product information.	There is no photography activity here, only a design layout activity containing product information.

Table 1. Photography analysis
source: Instagram @UNIQLOindonesia
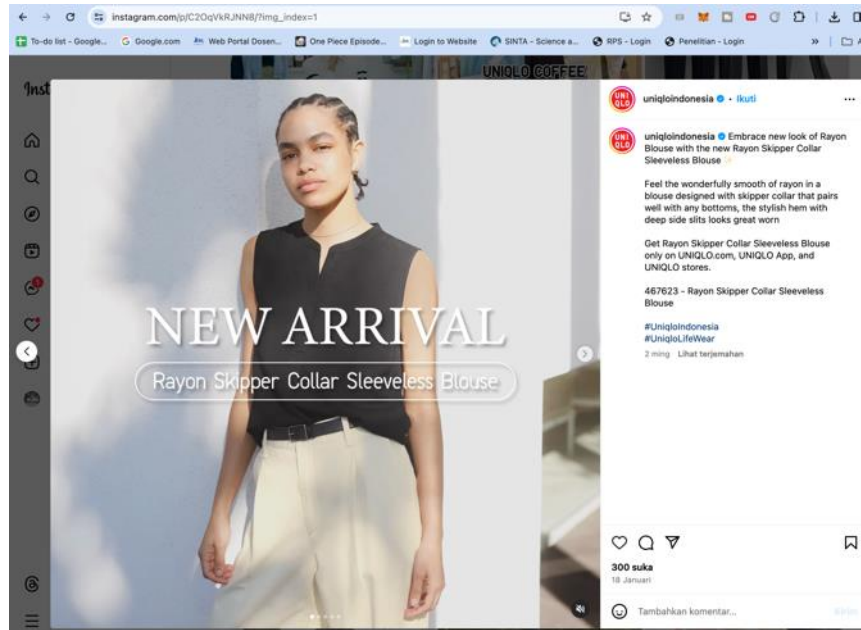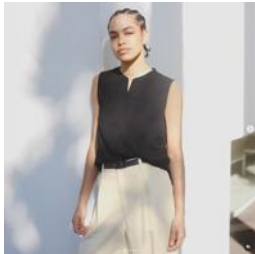
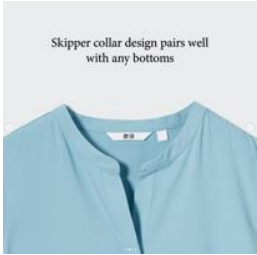**Instagram feed post on January 18, 2024.**

Figure 9. The Instagram feed post on January 18, 2024
source: Instagram @UNIQLOindonesia

Caption: Embrace the new look of Rayon Blouse with the new Rayon Skipper Collar Sleeveless Blouse. Feel the wonderfully smooth rayon in a blouse designed with a skipper collar that pairs well with any bottoms, the stylish hem with deep side slits looks great worn. Get Rayon Skipper Collar Sleeveless Blouse only on UNIQLO.com, UNIQLO App, and UNIQLO stores. 467623 - Rayon Skipper Collar Sleeveless Blouse.

Feed Order	Sample Product Photos	Product Photography Techniques	Shooting Angle	Display and Lighting Techniques
1		Pose Model Fashion Photography	(Eye Level View), which means the position of the camera's viewfinder is parallel to the model's eyes. The model is precisely in the center and captured symmetrically.	A female model showcasing the entire casual clothing product. Captured with natural outdoor lighting.
2		Detailed Shot	High angle, taken from above, where the camera is parallel to the object, and the lens is facing forward at 0 degrees. Captured using the zoom-in (macro) technique.	Showcasing the material and texture details of the product. Applying lighting arrangements and using zoom-in techniques. Taken with studio indoor lighting using artificial lighting.

3	Skipper collar design pairs well with any bottoms	Detailed Shot	High angle, taken from above, where the camera is parallel to the object, and the lens is facing forward at 0 degrees. Captured using the zoom-in (macro) technique.	Showcasing the material and texture details of the product. Applying lighting arrangements and using zoom-in techniques. Taken with indoor studio lighting using artificial lighting.
4	Elegant sleeveless design	Pose Model Fashion Photography	(Eye Level View), which means the position of the camera's viewfinder is parallel to the model's eyes. The model is located on the left side of the frame.	Female model, showcasing the entire casual clothing product. Taken with indoor studio lighting using artificial lighting.

| 5 | | Flat Lay Photography | High angle, taken from above, where the camera is parallel to the object, and the lens is facing forward at 0 degrees. Captured using a wide-angle technique to capture the overall product image. | Displaying the entire casual clothing product. Taken with indoor studio lighting using artificial light. |

Table 2. Photography analysis
source: Instagram @UNIQLOindonesia

Instagram feed post on January 31, 2024.
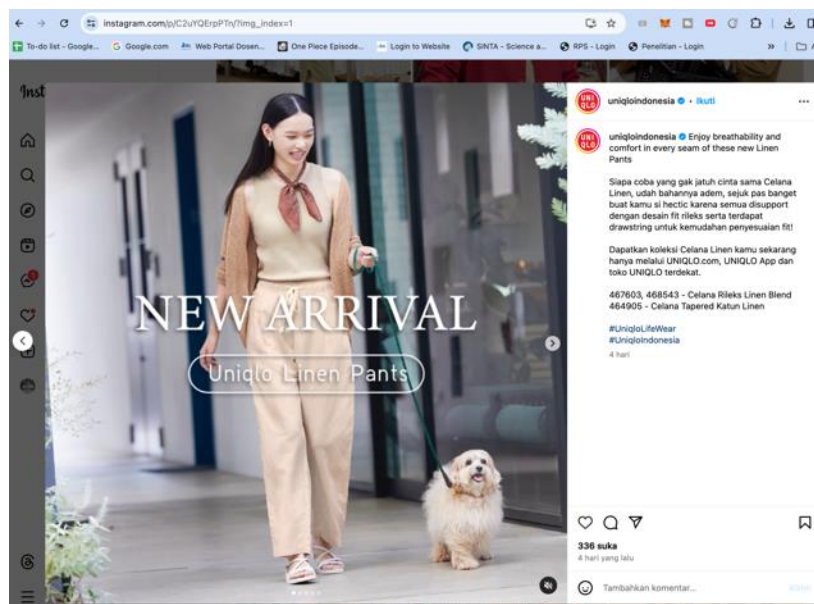
Figure 10. The Instagram feed post on January 31, 2024
source: Instagram @UNIQLOindonesia

Caption:

Enjoy breathability and comfort in every seam of these new Linen Pants. "Who wouldn't fall in love with Linen Pants? The fabric is cool and comfortable, perfect for those busy days. Plus, the relaxed fit design and drawstring make it easy to adjust for the perfect fit! " Dapatkan koleksi Celana Linen kamu sekarang hanya melalui UNIQLO.com, UNIQLO App dan toko UNIQLO terdekat. 467603, 468543 - Celana Rileks Linen Blend, 464905 - Celana Tapered Katun Linen Sleeveless Blouse.

Feed Order	Sample Product Photos	Product Photography Techniques	Shooting Angle	Display and Lighting Techniques
1		Pose Model Fashion Photography	(Eye Level View), which means the position of the camera's viewfinder is parallel to the model's eyes. The model is walking naturally with her pet, and a happy expression is visible on her face.	Female model, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting.

2		Detailed Shot	High angle, taken from above where the camera is parallel to the object, and the lens is facing forward at 0 degrees. Captured using a wide-angle technique to capture the overall product image. However, this visual has undergone digital imaging editing with a visual background.	Showcasing the material and texture details of the product. Applying lighting arrangements and capturing comprehensively with a wide angle. Taken with indoor studio lighting using artificial lighting.
3		Detailed Shot	The eye level of the camera's viewfinder is slightly below the model's eyes. The model looks towards the left side of the frame and	Female model, showcasing the entire casual clothing product from top to bottom. Captured with natural outdoor lighting.

			poses very cool, giving a relaxed impression.	
4		Pose Model Fashion Photography	(Eye Level View), which is the position of the camera's viewfinder aligned with the model's eyes. The model walks naturally with their pet, displaying a happy expression on their face. However, for this post, it's a digital design manipulation, where on the left side is the photograph, and on the right side is the promotional design with product details.	The female model showcases the entire clothing product from top to bottom worn casually, with natural outdoor lighting.

| 5 | | Pose Model Fashion Photography | (Eye Level View), which means the position of the camera's viewfinder is parallel to the model's eyes. The model is walking naturally with her pet, and a happy expression is visible on her face. However, this post is a digital design manipulation, where on the left side is the photograph, and on the right side is the promotional design and product details. | Female model, showcasing the entire casual clothing product from top to bottom. Captured with artificial lighting. |

Table 3. Photography analysis
source: Instagram @UNIQLOindonesia

Based on the analysis outlined above, it can be said that UNIQLO brand photography fulfills the promotional activities of a brand as a primary and consistent aspect, as evidenced by the Instagram social media posts of UNIQLO

Indonesia. The applied product photography is quite good in terms of product photography techniques, shooting angles, and a nearly perfect display and lighting technique. Therefore, the eyes are indulged with visually appealing and aesthetic photography. The conveyed message and impression are also very fashionable and contemporary, aligning well with the target audience, namely young enthusiasts of the UNIQLO brand.

Product photography can be done both indoors and outdoors. Indoors, one can utilize artificial lighting, such as studio lights. Outdoors, natural sunlight, or natural light can be harnessed. The model is a key element in presenting product photography that is closer to the audience because the communication form of a fashion brand revolves around everyday items worn to look attractive to young people. This is evident in the photos used in the promotional activities of UNIQLO Indonesia, which are visually appealing and suitable.

CONCLUSION

This research proves the importance of UNIQLO Indonesia's product photography as a promotional medium on the Instagram social media platform, which is consistent and essential in brand promotion activities on the Instagram platform @UNIQLOindonesia. This is evident from several aspects, namely:

Visual Storytelling: Photography is crucial for conveying the brand's story. UNIQLO Indonesia can use photography to create a powerful visual narrative that portrays the brand's concepts, lifestyle, and principles engagingly.

Brand Images and Aesthetic Impressions: Compelling images can enhance visual appeal, strengthen brand identity, and increase consumer attraction. Additionally, photography can help build a strong brand image and enhance the aesthetic impression of the products.

User Engagement: Engaging images can boost user interactions on social media platforms. High-quality photos can increase positive responses, likes, comments, and shares, thereby enhancing the reach of promotions. This can be seen in the high number of likes from the audience on UNIQLO's Instagram feed posts on January 12th, 18th, and 31st, 2024, totaling 1020 likes, and positive responses

regarding the visual photography from respondents who filled out the research questionnaire.

Promotion and Sales: Customer choices to purchase items can be influenced by an attractive display. High-quality product photography can showcase product details, clothing combination options, and an appealing image for customers, increasing the likelihood of sales, particularly for fashion brands.

UNIQLO Indonesia can achieve its marketing goals on Instagram – increasing brand awareness, enhancing customer engagement, and boosting sales – by maximizing the potential of product photography. Since the products being sold are real and everyday items that potential consumers will use, the implementation of photography techniques is quite effective in terms of product photography techniques, shooting angles, display, and lighting techniques.

This research is expected to serve as a reference for learning and techniques in the field of product photography and its relation to promotional activities for a brand. The author suggests that future research could explore similar product photography from other brands and expand the scope beyond fashion products.

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