



BEHIND THE SELLING PRICE DETERMINATION IN COMMERCIAL PHOTOGRAPHY SERVICE PRACTICE

Sugianto
Universitas Tadulako, Palu, Indonesia
sugisyam@gmail.com

Abstract

The photography industry is part of the creative economy, especially the process of determining the selling price of a product is the main focus of photographers in setting product prices. The study aims to determine the effect of value, profit, and cost on the practice of setting the selling price of products in the commercial photography business. It uses a qualitative approach with a netnographic method. The results of the study show that the determination of the selling price can be based on values and culture, as well as the philosophy of thought that exists in society, where a phase in business is not always about profit, but more than that. It means that the profession is not only talking about profits, but how the profession is lived, enjoyed.

Keywords: Selling Price, Photography, Values, Culture

INTRODUCTION

The photography industry is one part of the creative economy of the general public. The photography industry usually sets a price to get a profit or income for the work or services provided. Thus, the process of determining the selling price of the product becomes the main focus of photographers in setting product prices, especially in commercial photography practices which are closely related to profit. According to Enche Tjin and Erwin Mulyadi (2014), commercial photography is a type of photography that aims to promote a product or service and has promising economic opportunities. It is in line with Soedjono (2007), where a photographic work has economic meaning if the work becomes a valuable commodity product because it is oriented towards achieving commercial or financial goals.

In the photography industry, of course, it is necessary to have a calculation to determine the selling price of the product. Basically, pricing is targeted for the purpose of gaining profit, sales, and status (Ahmad, 2013). This is in line with Mulyadi (1993) which states that the selling price of products and services must be able to generate adequate profits, commensurate with the investment that has been invested to produce these products or services.

Furthermore, a scientific study regarding the determination of the selling price was carried out by Saputri (2020). The research entitled *Analisis dan Penentuan Harga Pokok Produksi sebagai Dasar Penetapan Harga Jual Jasa di Studio GoFoto*, describes that the calculation of Gofoto Studio in determining the cost of production only uses service costs and production costs without calculating them according to the method and approach to cost of goods accurately and precisely. Whereas, according to Martusa, R., & Adie, AF (2012) the selling price has control over revenue in a business. The calculation analysis method using the Cost of Revenue, where the results obtained are in the form of a comparison of the company's selling price with the selling price obtained from the calculation of the cost of revenue component with the calculation results that the selling price is too high or low. The method was chosen as the basis for determining the selling price at GoFoto Studio in an effort to increase sales targets, increase optimal profits, and increase business that is growing rapidly in the future.

On the other hand, there are also important things to consider in determining the selling price in addition to obtaining material benefits optimally. Like the research conducted by Anwar et al, (2015), this study aims to find out how the Gorontalo cultural values “*Rukuno Lo Taaliya*” are internalized in setting selling prices to traditional traders in Gorontalo City. This study follows the rules of ethnomethodology by paying attention to indexicality and reflexivity. The results of the *Rukuno Lo Taaliya* value analysis have been applied and are guidelines for traders in running their business. The presence of *Rukuno Lo Taaliya* cultural values in the lives of traders creates operational values in the form of honesty, mutual assistance, sincerity values, trust values, togetherness values, which plays an active role in the formation of the selling price. The final result of the research gave birth to a selling price concept that departs from the sharia-based custom, the Qur’an-based, and there is an ancestral heritage that the selling price fixing includes elements of costs and profits not only material or money, but also non-material elements (values in *Rukuno Lo Taaliya*). However, the value in *Rukuno Lo Taaliya* becomes the life of traders in achieving happiness in the world and the hereafter because profit is not judged by how much money is earned when selling, but there is a value of worship and alms framed and neatly arranged in gratitude.

Another study was conducted by Zakiyah and Yuliana (2018), regarding the inclusion of the value of love (*naser*) in determining the selling price of Madura shrimp paste. The study aims to explore the concept of determining the selling price of Madura shrimp paste on the basis of studies of several previous studies so that information is obtained that there is a phenomenon of the inclusion of non-economic values in determining the selling price of certain products. This study uses a phenomenological approach which aims to explore the phenomena that occur by understanding the decomposition and disclosures made based on the meaning of the phenomenon of determining the selling price by the informants. The result of this research is that the selling price is determined by the markup and the market situation. Besides, a sense of brotherhood and concern for each other is the main focus of the owner to put forward an attitude of concern and mutual assistance wrapped in the word *naser* in determining the selling price of shrimp paste.

Reducing profits by providing a selling price below normal and giving full trust to customers is one way that business owners do in determining the selling price. At this point, the business owner tries to gain non-material benefits by building a more lasting bond by promoting a sense of brotherhood to make more friends and to live a better social life. Reducing profits by providing a selling price below normal and giving full trust to customers is one way that business owners do in determining the selling price.

Furthermore, research was conducted by Hidayat and Triyuwono (2016), regarding the practice of determining selling prices based on Meuramin. The study seeks to reveal the meaning of the practice of determining selling prices based on Meuramin values. It uses the abstraction of Meuramin culture as a method through interviews with the manager of a coffee shop. The results found that the concept of formulating the selling price implemented by the informants was not solely oriented towards material achievement but contained holistic religious and justice values. The determination of the selling price also seeks to bring prosperity and justice to all parties. The implication of the practice is the emergence of differences in the perception of humans as an element of production.

In addition, research was also conducted by Ismail (2020), regarding the ethnomethodology of price setting at Mba Citra's food stall. The study aims to investigate how to determine the selling price of Mba Citra's food stall as the owner and manager, where Mba Citra and her husband Mas Djarwo apply their cultural wisdom as Javanese in their daily lives, especially in their food stall business activities founded in 90s. it uses an ethnomethodological approach. The results indicate that in price setting, the food stall is not like other food stalls that want the maximum profit, but the manager prioritizes the intention to assist the basic needs of their customers, dominated by boarding children.

Based on several studies above, the researcher understands that material profit is not always the main focus in the practice of determining the selling price of a product. The study describes the factors in the practice of determining the selling price of products in the photography business, especially in the realm of commercial photography.

RESEARCH METHOD

The approach in this research is qualitative. The qualitative approach is more humane because it produces explanatory data and can describe in detail the process of

determining the selling price of photographic products (Azmi, 2021). The type of research used is interpretive. It focuses on exploring individual experiences. Research with an interpretive type will reveal and explore what reasons individuals do patterns and behaviors and how interactions occur (John, 2007). It is in line with the researcher's desire to explain and explore how the attitudes and behavior of photographers in the process of determining the selling price of products in commercial photography practices.

The research method used is netnography. Netnography is an in-depth analysis of a social group. Netnography aims to provide a global understanding of the views and values of society as a way to explain the attitudes and behavior of community members themselves (Kuswarno, 2008). It is a methodology used to investigate the internet and explore entities (users) when using the internet. It was also undertaken to reflect on the implications of internet-mediated communication.

In the study, netnographic research was carried out by the researcher online using the subject of photographer research in commercial photography practice. The source of data is the result of observations and documentation conducted on the research subject, where the process is carried out mediated by technology, namely the internet which is credible and relevant to the object of research. Searching through internet media is done by using a website that functions as a search engine, for example: www.google.com by entering keywords into the search field according to the research topic to be carried out.

RESULTS AND DISCUSSION

Determining the selling price is an interesting issue to be studied in scientific research. This departs from human activities that always intersect with prices in their daily lives. The concept of determining the price that has been widely implemented so far departs from the motivation to make profits alone. Profit is the only single orientation prioritized from the concept of formulating the selling price. The reality of the conventional selling price concept reflects that the setting of selling prices is solely oriented towards a single goal, namely profit (Auer, Chaney & Saure, 2018; Hardesty, Bearden, Haws, & Kidwell, 2012; Pal, Sana, & Chaudhuri, 2012; Pandey, Mehta, & Roy, 2017). Substantially, the formulation of the selling price is not only constructed based on the cost element and is oriented towards the achievement of material profit alone. as found in conventional

accounting concepts. However, in a broader context, selling prices are also formed from non-material values (Amaliah & Sugianto, 2018; Ellstrom & Larsson, 2017). This understanding is based on the idea that only calculative calculations can represent costs and profits. In a semiotic sense, it is used as a reference in rationalizing the formation of prices and ignoring the prevailing values in society.

In fact, in the Photography Industry this is difficult to do because photography services cannot be measured in nominal terms because photography is an abstract work of art and services, so the calculation of pricing is very necessary to minimize losses in the future and the pricing of this photography service requires careful consideration. very ripe. In making a profit, a business definitely requires consumers to achieve this goal, so there is a need for information or marketing about photography services to attract customers. Thus, the concept of formulating selling prices tends to focus on calculating material profits as the ultimate goal (Bauwes & Steens, 2016).

In practice, although commercial photography is always closely related to profit and high selling prices, many photographers who sell their services at sub-standard prices, are even willing not to be paid for a project they do. Consideration of the value of kindness as a form of mutual assistance and blessings for the work done contributes to the process of determining the selling price. This principle is based on the idea that money is not the main goal, but that there are other values expected to exist, such as kindness by lightening the burden of others, blessing on work, self-satisfaction, and the sincerity of a photographer in running his photography business.

Some practices are carried out by commercial photographers who help other people's businesses by providing their services without being paid or free. The practice of free photo services carried out is based on good intentions to help other people not with material or money, but by providing free photo services with the concept of helping with no material, but with his profession as a photographer. As Fadlinoor, a wedding photographer puts it:

“When I visited several houses, I saw that there were no wedding photos on display in the house. I was concerned when I found out that the high cost of wedding photos was the reason, they didn't use wedding photo services when they got married. So, I intend to help by providing a free service whether it requires or not charging a price for my services. I am grateful for that.”

Another practice is carried out by several photographers in the field of food photography. Among them are Thenny Feliciano, Fernanda Gunsan, Zulfan Tri Adji, and Ady Sasmita, as well as Jeryl Tan, a photographer from Singapore. The practice is based on the good intentions and empathy of photographers when they see MSME actors who have difficulty selling their products in the pandemic era.

“The practice of providing photography services is carried out to help others during the pandemic, even if it is not in the form of material or money, we (the photographers) can help with professional services as photographers by making free photoshoots for food products. So, the products sold will look attractive when offered online on social media.”

Furthermore, a different practice was carried out by Setiawan. He created a social movement by helping others by taking pictures of selling products with donations as wages. Where the donation will be given directly by the client to people in need. The form of donation is free and it is not specified where it should be given.

“While I was driving, I saw a Mampang clown walking and holding a small child. I was surprised when I found out that the clown was actually a mother. Immediately, I felt like I wanted to help, but my (financial) situation was also difficult. That's where I thought, with my skills, I can help in a different way.”

It reflects where the phenomenon of giving and helping with free photo services shows that photographers who are in the realm of commercial photography are not only focused on material or money, but there are other orientations or considerations motivating them to be at that point. Photographer is not only a profit and material-oriented profession, but also there is a human value in it. Providing free photo services or other terms by giving photos to business actors, or to other people in need, is a form of happiness and gratitude felt by them. Meeting the needs of clients who need it professionally even if it is paid sincerely, or even not paid to give a sense of pride in yourself. Free photo services are an attempt by a photographer to apply the concept of photo alms. The concept no longer views the material as the main focus, but there is an element of worship in it, where they feel that they get goodness and benefits when succeeding in meeting the needs of clients even though it is free or unpaid. This photography practice shows the other side of commercial photography which is identical to the material or payment as the main focus to produce photos for commercialization.

Diaz and Rondrigues (2010), stated that in addition to the financial component, pricing is also influenced by non-financial components playing a role in determining the selling price. The determination of the selling price of commercial photo services is generally based on the concept of cost and profit, but there are other considerations which are worth considering in this process. The concept of customer value, product artistic value, and photographers' value, other components in fact play a role in this practice, namely human values and the concept of blessing on the benefits obtained.

Social relationships between people encourage photographers to be sensitive to the burden of hardship experienced by others. This sense of concern is shown by the number of free photo services, giving discounts or discounts, selling prices below the standard to consumers considered in need, gave birth to a new concept for determining the amount of the price set. In other words, photographers will professionally fulfill consumer needs not because of material or money, but based on human relationships and the hope for blessings for business and profits by helping consumers through the photographer profession.

Furthermore, the value of honesty is often based on the idea that honesty must be inherent in a photographer. Honesty is not only based on customer satisfaction or improving photography services, but also honesty for himself to his God. In this case, honesty departs from a sincere intention in determining the price of photography services. Thus, the profits obtained are not a top priority, but rather to meet consumer needs by applying the value of justice where photographers must be able to be fair to themselves, consumers, and the environment.

Therefore, the practice of photography services is indeed a business. However, business orientation by putting human values in carrying out the practice of photography services is also considered as worship producing a feeling that exceeds mere profit. The perception of alms photos and pricing strategies based on value reflects that the meaning of price is not only a matter of material and profit, but is more of a meaning that is deeper than each person who lives. It gave birth to a new concept in determining the selling price based on value in the practice of commercial photography services, namely the price is determined on the basis of human values, honesty, justice, and forms of gratitude and worship. Profits are no longer the main focus in business, but interpreted more than that.

CONCLUSION

Determining the selling price is an interesting issue to be studied in scientific research. It departs from human activities that always intersect with prices in their daily lives. Based on the results, it finds new concepts in determining selling prices based on values and culture, as well as the philosophy of thought that exists in society. This gives its own meaning in its meaning where a phase in business is not always about profit, but more than that, forms of meaning such as a sense of gratitude, an act of worship with alms, self-contribution to help others, and blessings in life by providing benefits to oneself or to many people for the efforts made. Photography, makes us understand how a profession is lived, enjoyed,

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