

ABSTRAK

**PEMAKNAAN KAMERA ANALOG OLEH GEN Z RESISTENSI, EKSPRESI DAN
IDENTITAS DIRI**

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Di tengah pesatnya perkembangan teknologi digital, kamera analog justru kembali mendapatkan perhatian, khususnya di kalangan Generasi Z yang dikenal sangat akrab dengan teknologi instan dan serba cepat. Penelitian ini bertujuan untuk memahami bagaimana Gen Z memaknai penggunaan kamera analog dalam pembentukan identitas sosial mereka di era digital. Dengan menggunakan pendekatan kualitatif dan metode fenomenologi, penelitian ini menelusuri pengalaman subjektif anggota komunitas fotografi analog “Hunting Full Senyum” di Yogyakarta. Hasil penelitian menunjukkan bahwa penggunaan kamera analog bagi Gen Z bukan sekadar praktik fotografi, melainkan bentuk resistensi terhadap budaya digital yang instan dan efisien. Kamera analog dipandang sebagai medium ekspresi diri yang autentik, yang menawarkan pengalaman kreatif yang lebih reflektif, lambat, dan penuh makna. Selain itu, keterlibatan dalam komunitas fotografi analog memperkuat identitas sosial kolektif, menghadirkan nilai-nilai seperti kesabaran, keunikan, dan penghargaan terhadap proses. Penelitian ini menyimpulkan bahwa di balik keterbatasan teknis kamera analog, terdapat ruang eksplorasi makna yang kaya dan signifikan bagi Gen Z dalam upaya pencarian jati diri di tengah dominasi budaya digital. Penelitian ini memberikan kontribusi keilmuan dengan memperkaya kajian identitas sosial dan budaya visual, khususnya dalam konteks relasi antara teknologi tradisional dan pembentukan makna diri generasi muda di era digital.

Kata kunci: Generasi Z, kamera analog, identitas sosial, fotografi.

ABSTRACT

**THE MEANING OF ANALOG CAMERA BY GEN Z RESISTANCE, EXPRESSION
AND SELF IDENTITY**

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Amidst the rapid development of digital technology, analog cameras have again gained attention, especially among Generation Z who are known to be very familiar with instant and fast technology. This study aims to understand how Gen Z interprets the use of analog cameras in forming their social identity in the digital era. Using a qualitative approach and phenomenological method, this study explores the subjective experiences of members of the analog photography community "Hunting Full Senyum" in Yogyakarta. The results of the study show that the use of analog cameras for Gen Z is not just a photography practice, but a form of resistance to instant and efficient digital culture. Analog cameras are seen as an authentic medium of self-expression, which offers a more reflective, slow, and meaningful creative experience. In addition, involvement in the analog photography community strengthens collective social identity, presenting values such as patience, uniqueness, and appreciation for the process. This study concludes that behind the technical limitations of analog cameras, there is a rich and significant space for exploration of meaning for Gen Z in their efforts to find their identity amidst the dominance of digital culture. This study contributes to science by enriching the study of social identity and visual culture, especially in the context of the relationship between traditional technology and the formation of self-meaning for the younger generation in the digital era. explore personal meaning and identity amid the dominance of digital culture.

Keywords: *Generation Z, analog camera, social identity, photograph*