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The Evolution and Culture of Digital Contemporary Photography: A Literature Review

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Abstract: Today's development is more faced with patterns and tendencies to be more subjective, experimental, emotional, interpretive, and even capable of determining the character. Similarly, in general, digital photography shows the angle of the expansion of democracy to photography today. Nevertheless, after the industrial revolution, there was a change in the meaning of art that triggered photography's art. In the meantime, the appearance of this exciting work is livelier and more widespread through social media sites and is known by the nickname "Fear of Missing Out (FOMO). Today's development and culture are the primary sources of current sharing when these mobile phone pictures become part of the critical image. Simultaneously, the objects through the angle of photographic change, especially the development of currents and the conventional transition to digital technology. Today's original and cultural definitions see from the cultural aspects that have an interrelationship between the direction of value by Kluchorn and Strodbeck and the measure in human problems by Inkeles.

Keywords: photography, art, digital, development, culture, technology, social media

1. Introduction

The meaning and significance of the culture have different definitions based on what it means due to the different perspectives and reports of individuals and organizations. However, this treatment usually is seen in daily interactions and customs based on ethnic background and traditions as sociologists' views and society's views. Today's original and cultural definitions see from the cultural aspects that have an interrelationship between the direction of value [1]

and the measure in human problems [2]. This initial point of view is more of a psychological point of view. In more detail, [3] say the term and the cultural tendencies through the central core of the meaning. They define the values and overall issues experienced by every human being as a culture. However, for Inkeles, the culture has limitations regarding psychologists' opinions. Artistic content, on the other hand, is content that is layered with its meaning. This definition of filling can only make with behaviours, average values, and assumptions that indicate what is meant by culture. Usually, this culture's deep relationship and importance, such as social needs, resources, and beliefs, make it a goal to adapt to any situation.

Besides the culture that is understood today, it also sees the pattern of a person's life by understanding through interaction with the environment. [4] Bakri said that some of the current human norms are related to technology. He also explained that technology, not just a technique but also machines as well as knowledge. It involves their values and tends to everyday organizational norms. He stressed that the day's results and expression caused machines' existence due to the daily culture that the individual went through. The American economic nobleman [5] Romer argues that progress and prosperity resulting from technological developments result from people and society's daily behaviour through his book' The Origins of Endogenous Growth.

By looking at these problems and issues, the question arises of how artistic research should be seen not from the interpretation aspect alone but should see through outside the window of the custom's theoretical framework. This study uses content analysis, library research, and in-depth interviews. Content analysis is in terms of looking at the narrative development of fine art photography and technology. Simultaneously, the objects through the angle of photographic change, primarily the result of currents and the conventional transition to digital technology.

2. Technology and culture

It is clear here that technology is one of human behaviour and not just a human by-product. The era of globalization today requires each group of workers to see through every angle of goodness, especially in terms of the contribution in creativity, competitiveness, and productivity of new technologies [6]. From an artistic point of view, it has a close relationship with the habits made by contemporary artists who practice technology in the method of implementation and practice of their artwork. Based on Bakri, 2010, technology should be established in daily life, thus marking the need to create technology [7]. The existence of technology makes photography a more efficient and vital tool in everyday life. Based on this statement, the conditions and energy changes cause the change in the world of technology and indirectly affect the original photography's cultural transformation. At the same time, embedded in this contemporary era, photography is in the broader social sphere through the production of global and the world without boundaries [8].

Unravelling and reflecting on the current situation, the rapid evolution of information and communication technology (ICT) has changed how mass communication services evolved and offer new digital imaging approaches. The proliferation of user-generated content in the virtual world, such as documentary services, multimedia content, including all digital information types, is generated and shared through various Internet and other Social Networking Sites (SNS). The world today is also changing as we face the second wave of information technology development. Today's development is more faced with patterns and tendencies to be more subjective, experimental, emotional, interpretive, and even capable of determining the character [9]. It fits in with the nature of digital imagery itself.

The movement's impact has created a growth of creativity, intelligent devices, and mobile computing technology capabilities. Most devices such as (smartphones, tablets) indeed offer network capabilities and multimedia enhancements such as digital images, which can take pictures, edit, and various utilities in the form of sharing or sharing.

The latest technologies, such as geo-locations or GPS, can also offer information and services in terms of sophisticated and accurate locality services [10]. Similarly, the development of modern digital imagery art in the form of 'new media art.' Most of these digital imagery works with elements of interaction with the audience and seem to interact directly. 'New Media' or new media has become popular as early as a decade ago with various attractive facilities. Today's young people are among those who tend to make this new media a companion. The fun experience of this new media brings young people closer to the socio-cultural expertise as well as the background before adulthood [11].

Walter Benjamin, states that "Validity of something is with the existence of everything that can be transmitted from the beginning," starting from its substantive term to the declaration to history that discovers [12]. Here it is clear that Walter Benjamin has given the impression that one's inspiration and paradigm change through art. It is because art points to the beginning of something and on truth and reality. In his time, art was extraordinary and considered a strong 'aura' at that time. Walter stressed that the basis of this culture and culture is positive and reminded that art would be inadequate and useless when its function is misused and manipulated in capitalism.

He advised and stressed that the culture should not be impaired and function well through fair and comprehensive consumption. It is also necessary to look at technology and art from a media culture that looks at the surrounding aspects. The visual and media culture is also part of the development of the art-related world. The photography and cinematography revolution of the world was also a significant milestone in the arts' original cultural change. It will prove what Walter Benjamin said regarding the change in seeing and evaluating the art, making it more democratic and open. These changes and openness indirectly make everyone able to produce work [13]. The landscape is one of the openness that gives a new breath in the local community's primary social relations. These relationships provide a dedicated network to form the direct involvement and interaction of physical relationships within the community. Indirectly, these changes and relationships are daily needs today [14]

3. The Evolution of Photography and The Revolution of Digital Development

Photography will also not be separate from the development of the human revolution because the photography revolution is closely related to human development and progress. It is indirectly related to progress and development issues, especially when it involves developing human progress today. It can be seen clearly by developing ideas, innovations, or just for the documentation process. McLuhan, also evoked a phenomenon regarding the change of carriage to automotive in the past [15]. It is intertwined with a change of needs that is convenient and often overlooked. He argues that these changes and revolutions are also challenging to understand by a society that falls into the difficulty of looking at the conceptual, drastic social when it leads to time and space.

The results of this evolution and revolution also give the impression that the development of this evolution and revolution goes through various aspects, including 'pure digital' analysis and analogues that still use the old methods [16]. Indirectly, the latest picture and discussion

on photography is not bound by one perspective only. I was even looking through two different perspective angles with the same medium (Photography). Simultaneously, the debate over digital photography involves much scholarly discussion on "whether this photo is real photography" [17] [18] [19].

It also shows that the foundation of photography will not be marginalized. The history of development mechanical revolution that began around the 18th century helped develop photography, primarily through the development of the printing industry, which is also one of the main reasons for the development of photography and the impact of change in social time. It can also be seen when small resolution imagery is also part of the 'truth syntax, which is accepted by many as the imagery carried by 'grainy' black and white films [20].

Looking at photography through the lens of today's digital media gives a ray of hope to a broader development with the world community's latest relationships and developments or better known as the 'Network Society.' It indirectly impacts photography to grow in line with today's digital world's development. Through this digitization method, the application was welcome by foreign artists such as Yayoi Kasuma, who opened at the Seattle Art Museum in early 2017. He exhibited an attractive artistic appearance through the latest installation works. In the meantime, the impression of this exciting work is livelier and more widespread through social media sites and is known by the nickname "Fear of Missing Out (FOMO). This popularity is indirectly due to the success of digital media developed through this network society's existence. Such phenomena are among the exciting results that make the viral one reason for the artist's popularity. The artwork rose sharply and is well known, and ticket sales to the exhibition soared [21].

Figure 1: Eternity 2 by Yayoi Kasuma

The development can assess that the art and its relationship with the media today are very much in need of each other. The realm of cultural change and visual experience can relate to aesthetic experience in the general public knowledge. Because what is happening in the social world today applies not only political culture and propaganda alone but also material for the

pleasure field of the experience itself. For example, a person will automatically share the pleasure of a place and situation. Like the phenomenon that happened to the exhibition by Yayoi Kesuma, it covers the 'road tour' broadcast by the museum, which helps a little in promoting the prelude to the exhibit. Opinions on aesthetic experience are also discussed by the famous aesthetic theorist Rika Burnham that aesthetic experience is built by visual experience [22]. Based on this phenomenon, artists should concentrate on doing their work in line with trending or the current practices around the world in the art world. In addition, the function of art and the relationship between society and art can also not be separated by the arrogance of art that is stagnant and tied to high art. At the same time, it is also believed to be the source of the idea or catalyst for the artist or photographer to make the idea as the primary source as Castell's theory of social network culture [23].

4. Aesthetics of Social Media

Aesthetic interpretation can be seen through various categories and variations based on multiple arguments and opinions. As stated by [24], The first group assumes that an aesthetic point is a wide variety of ideas such as photographs that have stability in the eyes of the viewer, the second group believes that photography's aesthetics are as follows in terms of photography artists where they determine based on composition, contrast, use of colour, and ligation. While the latter group, the professional photographers may evaluate the aesthetics on different grounds such as difficulty in taking the "shot," the use of contrast in the picture or the use of the "rule of thumb" in the photography is still maintained. It can be seen that the aesthetic is universal, subjective, and not just about beauty alone.

At the beginning of Photography, Paul De La Roche said that from today painting is dead, after French painter for the first time saw the result of the photography technique "Daguerreotype." His view of photography was a point to the progress and speed of work production compared to other visual arts. The beginning of photography is not considered an art but more of a mechanical and scientific process because it does not require "skill" and high knowledge in the production of works. As stated in Pennel [25], that "that photography was merely mechanical and did not require the training that art did," so as displayed by Alfred Stieglitz, because photography is not 'hand-work ' ". Nevertheless, after the industrial revolution, there was a change in the meaning of art that triggered photography's art [25]. There was a wave of change through Walter Benjamin's writing about the mechanical revolution that triggered. He says that photography frees the hand from artistic function to the eye that sees through the lens instead [26].

Today, many photographers are involved with photography's interest and love through social media networks compared to the past, which used books, magazines, and galleries. This is because today's modern aesthetics involves many genres and styles of photography that show the freedom of image production through digital systems. The present ability to be known as 'viral' brings a perspective that leads to a different dimension than before. The correlations seen give a lot of various perceptions that go through different perspectives. It can be seen when the original picture is changed through multiple styles, reused, modified, and re-transmitted.

This also happens when photography goes from camera to cell phone camera. Today's development and culture are the primary sources of current sharing when these mobile phone

pictures become part of the critical image. Bourdieu & Whiteside [27] study and Gonzalez, [28] is a training process to identity collective in the digital era. It is because photography also involves integration into the system in the form of family and personality. It is in line with the culture of convergence, collective intelligence (collective intelligence), and the culture of participation (participatory culture), as stated by Henri Jenkins [29].

5. Photography and "Anonymous"

A   gain, the anonymous phenomenon when digital existence became a non-native setting became part of the exciting and 'versatile' ways and methods. Rubinstein & Sluis also, see this as one of the ways photography is seen in traditional photography and presented through the installation of fine art photography to experimentation for the program [30]. Simultaneously, the picture value decreases due to the previous imagery, which is complex and lengthy. The digitization changes also show a significant change caused by the continuity of data and the changing meaning. This separate connectivity also makes photography digitalization a new intuition seen through semantic relationships linked into the same category.

6. Conclusion and Democratization of Photography

In conclusion, social media has a diverse impact on photography. The effect on photography can be through the various angles and various twists since photography itself. Similarly, in general, digital photography shows the rise of the expansion of democracy to photography today. Various digital resources such as YouTube are diverse in looking at aspects of conventional photography professionalism to digital photography universal access for tutorials and learners.

There is a negative for every positive social media that brings photography, but the way the balance is seen to the top will ultimately depend on opinion. The way photography has opened up is incredibly flattering. People share thoughts, places, and techniques; there has never been a better time to learn photography or improve skills and expertise. The composition aspect of social networks ensures that specific people collect all their inspiration, from shooting locations to compositional designs and editing styles, which is incredibly constrained. So, it is essential to know that besides social networks and the internet, there are many other ways to find inspiration.

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