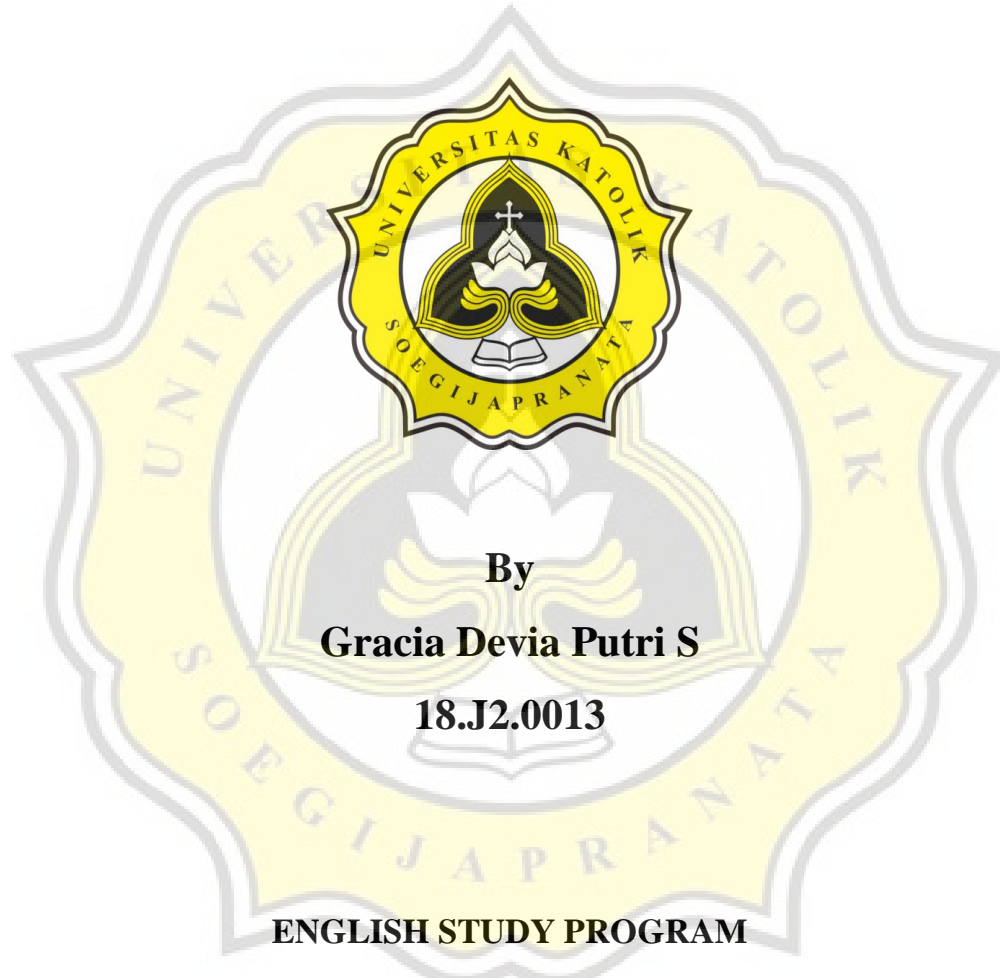


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**A Thesis Presented as a Partial Fulfillment of the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



By

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18.J2.0013

ENGLISH STUDY PROGRAM

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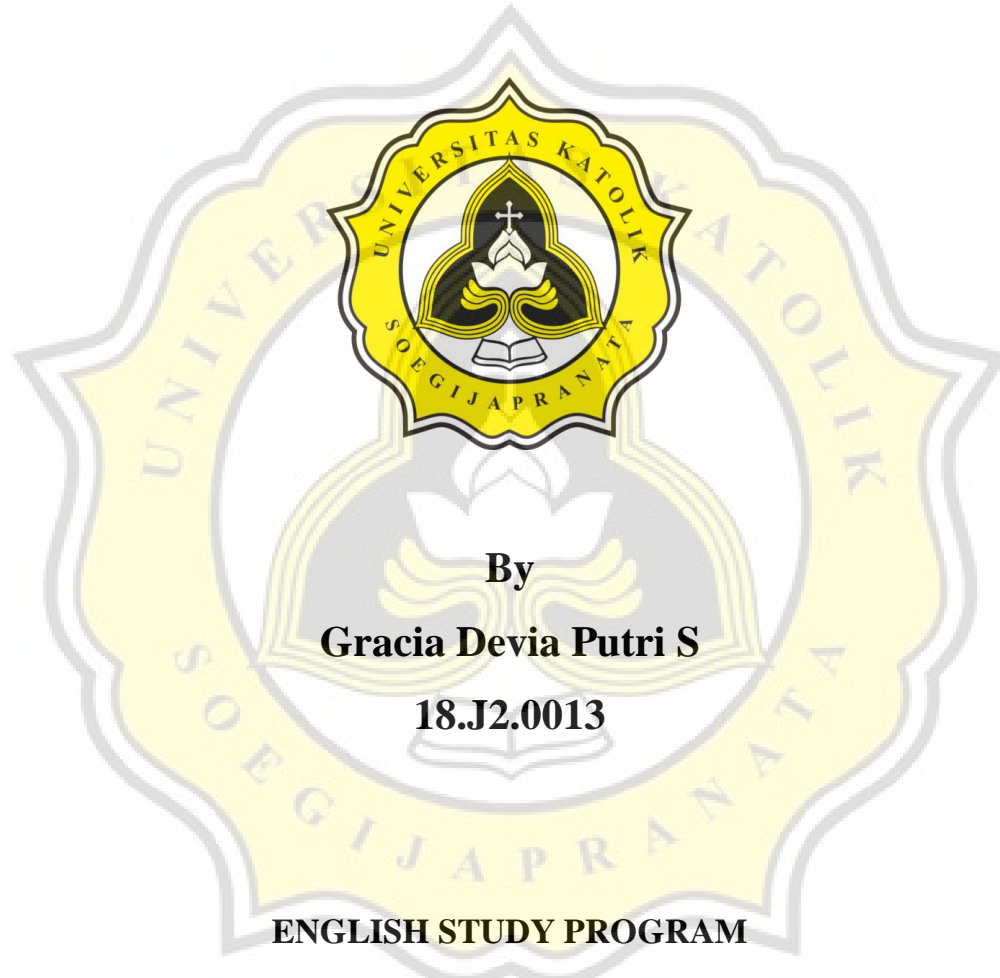
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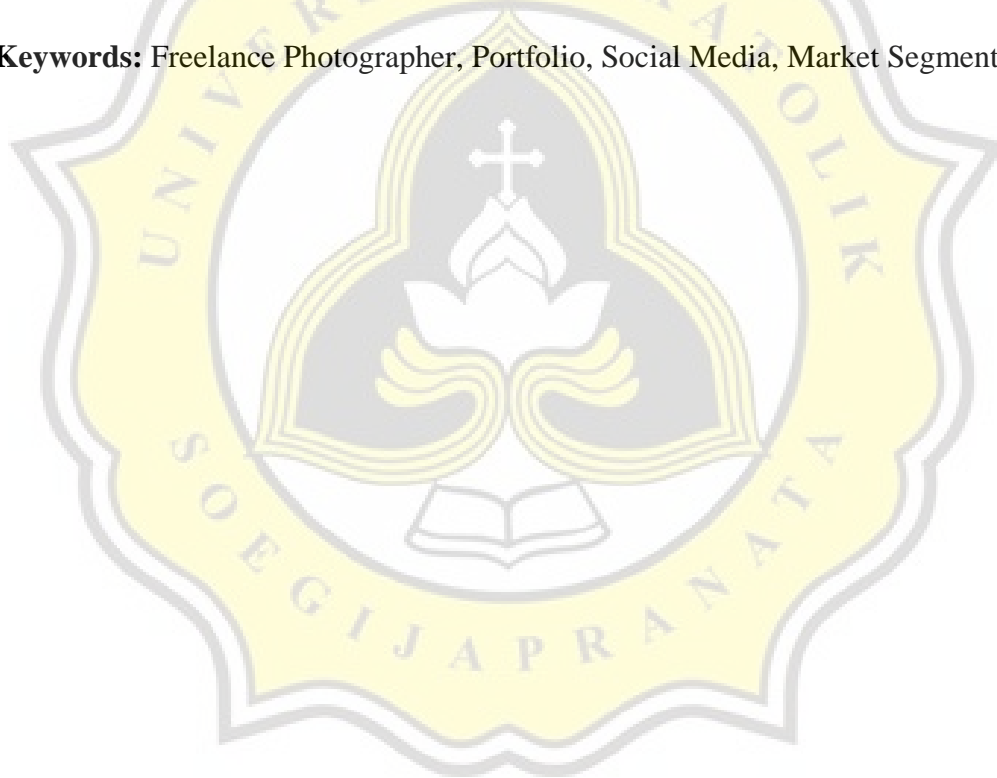
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ABSTRACT

This study investigates the primary challenges experienced by freelance photographers, including competition, customer segmentation, and pricing. It further explores their ways to overcome the challenges. Through qualitative research, this study identifies the challenges faced by freelance photographers in Semarang and how to overcome them. The research found problems with the saturation of the market, the income problem faced by freelance photographers, and the balance between setting competitive rates and the work. Furthermore, the research emphasizes the importance of building a strong portfolio, establishing professional networks, and leveraging social media platforms to attract and retain clients in a highly competitive market.

Keywords: Freelance Photographer, Portfolio, Social Media, Market Segmentation



ABSTRAK

Studi ini menyelidiki tantangan utama yang dialami oleh para fotografer freelance, termasuk persaingan, segmentasi pelanggan, dan harga. Studi ini juga mengeksplorasi cara-cara mereka untuk mengatasi tantangan-tantangan tersebut. Melalui penelitian kualitatif, penelitian ini mengidentifikasi tantangan yang dihadapi oleh fotografer freelance di Semarang dan cara mengatasinya. Penelitian ini menemukan masalah dengan kejenuhan pasar, masalah pendapatan yang dihadapi oleh fotografer lepas, dan keseimbangan antara menetapkan tarif yang kompetitif dan pekerjaan. Selain itu, penelitian ini menekankan pentingnya membangun portofolio yang kuat, membangun jaringan profesional, dan memanfaatkan platform media sosial untuk menarik dan mempertahankan klien di pasar yang sangat kompetitif.

Kata kunci: Fotografer Lepas, Portofolio, Media Sosial, Segmentasi Pasar

