

TRENDS OF TRANSFER DSLR CAMERA USERS TO MIRRORLESS BETWEEN STUDENTS OF THE FACULTY OF COMMUNICATIONS UNIVERSITY OF GUNADARMA KARAWACI

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Abstract

Aims to find out how students of the Faculty of Communication at Gunadarma University as camera users follow the trend of switching from DSLR camera users to Mirrorless. This type of research is qualitative with a descriptive approach. The method used is observation, interviews, literature study, and documentation. The theory used is Theory Uses and Gratifications. The results obtained by the researcher are that the six informants follow the trend of mirrorless cameras by using them as a necessity for lecture activities and all informants have an active and inactive role in using the camera. There is an assumption of using media for special purposes, deliberately choosing to use mirrorless because of the satisfaction of what they are looking for that can meet the needs of their use, using mirrorless is influenced by different people besides that they use mirrorless thanks to the convenience of technology, because the learning media for lectures and as hobbies or work. The conclusion for now is mirrorless cameras as learning media that are easy to understand and easy to carry anywhere without requiring a lot of space, compact size and the same features as DSLR cameras. This trend of mirrorless can be positive or negative because not everyone who understands photography has switched to mirrorless.

Keywords: Mirrorless Cameras, Camera Users, Transitioning Trends.

1. Introduction

Technology Develops and changes as quickly as today in communication technology messages that are brought, namely, technology created by humans to help solve the problems of everyday life. Communication Technology means hardware devices, organizational structures and social values by which individuals collect, process and exchange information with other individuals. The development of technology that is so very fast today creates opportunities and challenges for electronics development companies such as cameras. On the other hand, the current era provides a wide selection of products from various brands. But this situation led to increasingly fierce competition between companies to convince consumers. With the choice of various models, consumers are more free to choose products that are currently being used. Technological developments and companies that continue to innovate provide new things, as well as the world of photography that follows the development of this technology in the camera sector, which is a substitute tool for forming and recording a portrait image on a sheet of film.

The camera is a tool that functions and is able to capture and capture images or images. A camera which is a photography support tool is a device that can record images and store directly or transfer them to memory or use a film roll and can be transferred to other devices in digital or printed form. The resulting image can be a still image or a moving image such as a video. The decision of consumers who have expertise or interest in the world of photography to buy an electronic product such as a camera can be seen by the number of consumer decisions to choose the product that is currently being used. Purchasing decisions can be interpreted as part of an action Consumers who want to manage the decision-making process. The best conclusion for individuals to make a purchase is formed based on their needs and desires. In making purchasing decisions, consumers will pass through five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Camera users who are in the field of Photography have recently begun to follow developments. Nowadays some people need photos to be immortalized from the moment they were born even until they die, sometimes everyday events also want to be immortalized in a photo. In order to be able to capture daily events easily, one needs a camera that is easy to carry, just like the camera found in a cellphone. But not a few cameras that are easy to carry such as cameras from cellphones provide good and satisfying results. Some people want to capture the moment with good quality. Trends in style and appearance that continue to change from time to time drive the need for digital cameras that are increasingly intelligent, quality, and innovative. The camera trend lately is buzzing with the term mirrorless, not a few professional photographers, even young people to students who have a hobby and love in the field of photography, have decided to follow the trend of switching to mirrorless, which previously used DSLR cameras.

Mirrorless is currently a very trend, not only among professional photographers who move and leave DSLR cameras, but also many students who use mirrorless cameras with various models and brands. From 2011 to 2013, the market share of mirrorless cameras grew by 65%. This is because people are aware that a quality camera does not have to have a large and heavy body size like a DSLR camera. A number of manufacturers including Canon, Fujifilm and nikon, which were popular in the era of analog cameras, are now also making mirrorless according to market demands and achieving success. This trend has become a phenomenon in the world of photography, where many users are starting to switch to the latest devices, namely mirrorless.

This trend makes a new thing in the development of technology along with the completeness of the ecosystem offered by a number of brands that are finally able to win the hearts of users, both professionals and consumers such as students in general. This phenomenon will always change and be followed by some photographers and students now, which will slowly disappear by itself consumed by new trends in the following years. It can be said that currently mirrorless can be seen from two sides of usability. The first as a photography tool, and the second as part of a trend. Many students currently follow this trend by using mirrorless because they don't want to be left behind with their friends. But the issue of this trend is the pros and cons among students whether to stick with DSLRs or switch to mirrorless.

2. Literature Review

2.1 Conceptual Foundation

Communication technology according to Everett M. Rogers (1986:2) is equipment or hardware in an organizational structure that contains social values, which allows each individual to collect, process and exchange information with other individuals. The definition shows that communication technology has several characteristics, namely, First, communication technology is related to hardware or tools. Second, communication technology appears in a certain economic, social and political structure. Third, communication technology brings certain values from the structure. Fourth, communication technology relates to hardware in the field of communication.

Communication technology in terms of hardware gave birth to new tools that not everyone can know well. Where the power of interplay between the communication technology itself and the social forces that exist in society cannot be predicted precisely. Linking communication technology with culture through several points of view. First, communication technology is considered as a determining factor in society, independent and can create change in society. Second, communication technology as a product of industrialization which was created en masse in very large numbers. Third, communication technology gave birth to new tools.

2.2 Camera Development

The camera was first referred to as the camera obscura, which comes from the Latin word meaning dark room. Camera obscura is a device consisting of a dark room or box, which can reflect light through the use of two convex lenses, then place the image of the external object on a paper or film, the film is placed at the center of focus of the lens. The camera obscura was first discovered by a

Muslim scientist named Abu Ali Al-Hasan Ibn al-Haytham or known as Alhazen. He is a scientist from Basra, Iraq. Alhazen is also known as the father of modern optics.

The first digital camera was developed by Fuji in 1988, which uses a 16 MB memory card to store data on the photos taken. A digital camera is a tool to create an image of an object to be further refracted through the lens on the Charge-Coupled Device (CCD) sensor, the Complimentary Metal-Ox-ide Semiconductor (CMOS) sensor and recently the BSI-CMOS (Back Side Illuminated) sensor. more energy efficient sensors for more sophisticated cameras whose results are then recorded in digital format into digital storage media. With digital technology, to record or photograph an image of an object, a digital camera no longer requires or uses film. Because digital cameras process the recording of the intensity of light that enters through the lens with a recording sensor with the mode of converting light into an electronic signal (read: electron) and storing it on data storage media (memory card) in digital data format (binary code); with symbols 0 and 1. The convenience of a digital camera is that the results of the images are quickly known instantly and the ease of transferring the results (transfer)

2.3 Camera Dslr And Mirrorless

DSLR or Digital Single Lens Reflex is a professional camera that uses a quality digital sensor with high image sharpness. This camera is larger than a pocket or pocket camera. This camera can change lenses as needed. This camera is usually used by photojournalists and commercial photographers. But the current development is that DSLR camera users are not only photojournalists or commercial photographers, many are starting to like this DSLR camera such as photography hobbyists, ranging from students, students, employees, or the general public. The uses of this DSLR camera for consumers also vary, some are just hobbies, add knowledge, learning media or just to capture life moments and documentation such as during holidays. DSLRs are now evolving into hybrid cameras, which are capable of recording photos and videos at the same time. DSLR has a larger image sensor size so it will make the image quality better. Meanwhile, there are several types of DSLR cameras, such as Consumer Level DSLR which is commonly used by consumers, Semi Pro DSLR, and Professional DSLR (the resulting image is 40-80 MP).

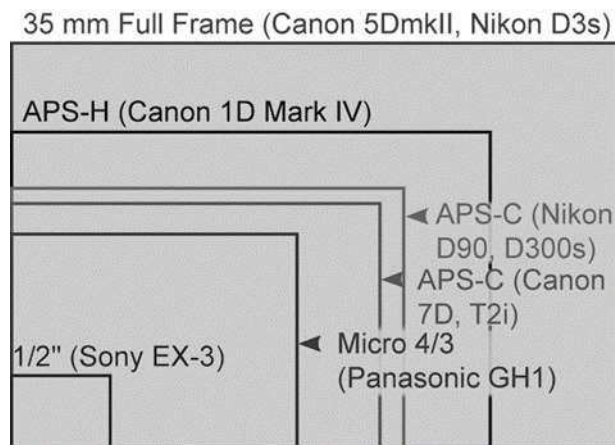


Figure 1. Sensor Size In Digital Cameras

Mirrorless cameras (Mirrorless interchangeable lens camera) do not have a mirror (mirror). Yonas Andika (2021:1) mirrorless cameras do not have mirrors and optical viewfinders like cameras in general, but the image quality is equivalent because the sensors used are the same size. Therefore, the size of the Mirrorless camera is smaller and lighter than cameras in general such as DSLR cameras. The mirror system in DSLR cameras is used for the optical viewfinder. So mirrorless cameras don't have this feature. This camera only relies on a digital viewfinder (LCD / LED screen) to find out the object we are aiming at. That's why this mirrorless camera is smaller than a DSLR. In addition, this camera lens can be replaced. This camera setting is like a DSLR that can be set fully manually or automatically. The resulting photo quality is the same as a DSLR.

Mirrorless cameras are digital cameras that are almost similar to SLR (single Lens Reflex) cameras. However, the system uses a digital display instead of using an optical mirror. This camera is called mirrorless because this camera does not have an optical mirror, like a DSLR camera. The lens can also be replaced with a different lens to suit the optical needs of the camera. The first mirrorless camera was made in 2004, under the name Epson R-D1. The first time this camera was released it was not called a mirrorless but rather a ravinder camera. After its release in 2004 under the name Epson R-D1, in 2008 launched the latest product, the Panasonic Lumix DMC-G1. In 2009 the mirrorless camera launched its newest product which has a different and newer design than the previous camera. This camera is equipped with an integrated lens and sensor. This camera is called Ricoh GXR. But in 2010, a manufacturer called Samsung did not want to be left behind with the others. Finally, Samsung also launched the NX10 camera, the first mirrorless without using the micro four thirds system. This camera uses a built-in lens system. In 2011 pentax did not want to be left behind by launching a

mirrorless camera with the code "Q" and a "Q mount" lens system. In 2012, Fujifilm also tried to launch the Fujifilm X-Pro1 mirrorless camera. This is the first mirrorless camera with an optical viewfinder instead of a digital viewfinder. This year is the pinnacle of making mirrorless cameras. Because, with the attraction of the world community for this camera.

2.4 Trend

According to Maryati (2010: 129), the trend is a movement (tendency) up or down in the long term, which is obtained from the average change over time. The average change can increase or decrease. If the average change increases, it is called a positive trend or the trend has an upward trend. Conversely, if the average change decreases, it is called a negative trend or a trend that has a downward trend. Trend is a forecasting of a variable with the independent variable being time or movement from a periodic series for several years and tends to go in a direction, where the direction can be up, horizontally, or down (Ibrahim, 2003).

In English, trend is anything that is currently being talked about, noticed, worn or used by many people at a certain time. In this case, the signs that an object is becoming a trend are if it is the center of the conversation, the center of attention and is often used. And trend occurs only at certain times, because trend has a period or age in society. Broadly speaking, according to KBBI, the meaning of the word trend is the latest style but a trend as a phenomenon that is popular in a certain period of time.

3. Methods

3.1 Object Of Research

The object of research is something that becomes a concern in a study because the object of research is the target that will be aimed at getting answers or solutions to problems that occur. According to Sugiyono (2012:144) the notion of the object of research is a scientific goal to obtain data with a specific purpose and use about an objective, valid, and reliable thing about a matter to be studied (certain variables). The objects in this study that the author will examine are students of the Faculty of Communication Sciences, Gunadarma Karawaci University, class of 2018 to 2020 who feel the shift in the mirrorless camera trend.

3.2 Subject Of Research

The research subject is to give boundaries as objects, things or people where data for research variables are attached, and which are in question. In a study, the research subject has a very strategic

role because in the research subject, that is the data about the variables that the research observes, Suharsimi Arikunto (2016: 26). Therefore, the informants in this study were students of the Faculty of Communication Sciences, Gunadarma Karawaci University, class of 2018 to 2020 who had a mirrorless or DSLR camera and had used a camera.

3.3 Research Approach

This study uses qualitative research methods, qualitative methods can be used to express what happened and serve to analyze the results of observations. In general, qualitative research is an activity that examines and observes events that occur in the conditions of a social situation. Qualitative research is descriptive and uses the researcher's subjective analysis (subject perspective) by utilizing the theoretical basis as a guide in the field. In qualitative research, there is no structure for a qualitative proposal to apply. Creswell (2016) argues. however, some outlines will be helpful, especially for students writing a research, thesis or dissertation project. Qualitative research method is an effort to emphasize more on aspects of in-depth understanding of a problem. Qualitative research is descriptive research, tends to use analysis and emphasizes the meaning process. Samatan, N. (2017).

Qualitative research is an effort to review and elaborate on and systematize the meaning of an identified phenomenon, so that the phenomenon can be explained clearly about the meaning of a phenomenon according to the scope of the research (Banister, et al, 1994 in Mappiare 2009;10).). The qualitative approach was chosen because the object of this research is the activities of several people regarding the transition trend that occurs in students of the communication science faculty of Gunadarma Karawaci University. This study aims to find out and understand the motives of the transition trend that occurs in students of the communication science faculty at Gunadarma Karawaci University. Phenomenology sees objects from the social sciences including everything that is included in human social actions such as conversations, expressions, thoughts, feelings, desires, as well as their deposits such as texts, traditions, works of art, cultural goods. Literally phenomenology is the study of phenomena, or about everything that appears to us in subjective experience, or about how we experience everything around us.

4. Findings And Discussion

4.1 Camera Technology Development

The camera was first referred to as the camera obscura, which comes from the Latin word meaning dark room. Camera obscura is a tool consisting of a dark room or box, which can reflect light

through the use of two convex lenses, then place the image of the external object on a paper/film, the film is placed at the center of focus of the lens. Camera obscura was first discovered by a Muslim scientist named Alhazen. Analog cameras began to appear in 1981 from the Sony Mavica stands for Magnetic Video Camera. It was the first analog camera to record a continuous pixel signal as a video recording engine. The development of camera technology makes photographic knowledge the easiest measuring tool to use the camera. Generally, photographic cameras are equipped with the ability to record motion or video.

In this regard, one of the informants, informant 1, gave his opinion regarding the use of mirrorless cameras as video recorders. For him, as a camera user, for the video needs of mirrorless camera technology, video recording is better than predecessor cameras such as DSLR.

"As long as I use mirrorless yes, Vidio recording is better, especially in terms of the quality of the images taken, and the shape of the camera is very practical because it is more compact and the last one is more practical and easy to use or apply". (Irgi Naufal Aqila, In-depth Interview, 22 May 2022).



Figure 2. Video Features Mirrorless

Related to the picture above is the advantage of recording technology and features of mirrorless cameras. Which looks slimmer and has a flip screen feature that can be used for selfie mode recording. This feature of this mirrorless camera is that many users like and are interested in it because it is light for users. The mirrorless feature is also quite the same as the dslr as said by the 1st informant. Another informant, the 2nd informant, gave a similar view as a mirrorless user. He says the camera is lightweight and comfortable and doesn't take up much storage space when carried around.

"During my use I took pictures with mirrorless, the camera was not big, in the sense that the user didn't need a lot of space to place the mirrorless camera, so it was suitable for me who often took pictures moving from one place to another". (Dwi Oktavio, In-depth Interview, 28 May 2022).

In line with the second informant, the third informant also gave a statement similar to the development of camera technology, which is now small and easy to carry without reducing the photos and videos from the camera. The 3rd informant stated that it was more flexible to use mirrorless and the setup was easy.

"Mirrorless in my opinion is very flexible, and because of its simple shape it is easy to use, easy to set up, suitable for beginner cameras, and I think mirrorless is easier to use than using a dslr camera or so on". (Rafif Cahyo, In-depth Interview, 15 September 2022).

Then the 4th informant also gave a similar opinion, according to him the advantages of mirrorless cameras are a technology where the camera is reduced to a simpler one but does not reduce quality, such as features that are more or less the same as DSLR.

"Actually the design is simpler than a DSLR during use but the quality like features is more or less similar to a DSLR". (Muhammad Zaididan, In-depth Interview 18 September 2022).

Although the 4 informants gave their respective opinions regarding the development of camera technology in their use with mirrorless cameras, but all of the informants agreed with the opinions they gave about the current mirrorless camera technology which makes it attractive for its users and the use is intended for their needs. each.

4.2 Trends in Mirrorless Camera Users Among Students

Mirrorless cameras began to trend among Gunadarma Karawaci university students in 2018 but this trend is also felt in Gunadarma Depok and Kalimalang, currently students who need cameras for learning activities, both courses, freelance photographer lab practicums and even EO events. In that year, many students wanted to buy and own as users because of the trend that at that time was busy from vloggers, youtubers and also artists who used and promoted students who were more interested in buying DSLRs, switching to mirrorless.

Maryati (2010; 129) states that a trend is a movement (tendency) up or down in the long term, which is obtained from the average change over time. The average change can increase or decrease. If the average change increases, it is called a positive trend or the trend has an upward trend. Conversely, if the average change decreases, it is called a negative trend or a trend that has a downward trend.

The results of in-depth interviews with all informants show that all informants who follow the mirrorless trend are also aware of the trend. This trend can make something long-term into a culture or not because students use it as an active learning medium but it can also be negative. Regarding this, the

first informant explained that as a student who follows trends, he is interested in these trends and can also become a culture whose transition will last a long time.

"Yes, I know, because indeed I am following the trend shift. Yes, I am following, because I am interested in some of the advantages of the mirrorless camera itself. Don't stick with dslr because you want to enjoy and keep up with the times. Yes, because usually young people or students are very up-to-date with the times, there may be a long transition period." (Irgi Naufal Aqila, In-depth Interview, 22 May 2022).

Then according to another informant, namely the second informant who thinks that he also follows and knows the trend, according to him, young people tend to follow the trend because of the need for something to be displayed. According to the second informant, this trend is negative because not everyone has to use mirrorless.

"Yes, because I am a user of one of the mirrorless cameras which is now very popular. Yes, I used to be a DSLR camera user, because now there is a mirrorless camera trend, I also switched there. Yes, because today's young people tend to be easy to follow trends, both non-cons and contra, the reason is that the public needs something that is supportive to be displayed through social media. and this mirrorless is indeed superior to the needs of Negative social media content, because it can be said that not everyone who switches to mirrorless really understands photography. They move or follow the trend of mirrorless cameras just because they follow friends or people. They usually only see the results, even though the results are also influenced by the skills and knowledge of the mirrorless camera user." (Dwi Oktavio, In-depth Interview, 28 May 2022).

Next, the 3rd informant also followed the trend because from the beginning he was more interested in mirrorless. The third informant thinks that he knows and follows the trend thanks to the growing market in Gunadarma, but according to him, to make culture or not, according to him it is not too much, from a positive point of view this trend is positive.

"Yes, I am following the trend, but from a positive point of view, it is definitely positive because it provides convenience for users and the use of more mirrorless devices makes the market grow at Gunadarma University". (Rafif Cahyo, In-depth Interview, 15 September 2022).

Then the 4th informant, a student of the 2020 batch, it turns out that the mirrorless trend is still going on where in 2018 this trend is new. The fourth informant follows the trend and thinks that it will not become a culture of this trend. He also states that technology that makes it easy to be positive.

"Yes, I follow the trend and it is still going on in my generation, I think the trend is positive and it has become a culture where many follow the trend". (Muhammad Zaididan, In-depth Interview 18 September 2022).

With the answers and opinions given by all the informants, regarding the trend of mirrorless camera users, all of the informants answered that they all follow and know the trend of using mirrorless cameras among students is also a positive thing for their use.

4.3 Analysis Based On Theory

The results based on in-depth interviews with all informants are in line with the theoretical basis, namely the uses and gratification theory. Based on the uses and gratification theory, the results obtained from the answers given by all informants, the findings obtained that all informants had an active and inactive role in using the camera in accordance with the theory, the informants used the active role of the camera according to their needs such as for lab practicum activities. photography, eo or wo work activities that they do while working or as a hobby from photography which they learn and get from lectures, while when they are not active they use it like there is no lecture that uses a camera during the final semester, then it is rarely used for work documentation. work that includes or does not have an event and is not interested in the world of photography.

Finding the results obtained in in-depth interviews where informants are influenced by using mirrorless cameras thanks to advertisements, influencers, YouTubers and the growing market at Gunadarma University, this is in accordance with the uses gratification theory that media audiences are considered passive audiences who are easily influenced by the media such as from broad advertising and market. The uses gratification theory states that in the selection of a media, the audience is much influenced by their needs. The audience will not be interested in any other interesting media if the media cannot meet their needs. This is in accordance with the answers provided by the informants in which the informants responded that mirrorless cameras meet their needs thanks to the presence of a lightweight, compact and easy to carry camera anywhere for the needs of photography and videography students themselves.

The technique of checking the validity of the data used is appropriate, namely data triangulation, to explore the truth of certain information, triangulation techniques have been carried out through interviews, observation, documentation. triangulate time to adjust the time of the informant when the informant is still fresh and get more valid data such as the photos that the informants provide. Each of these methods will produce different evidence and data which will later provide a different view of the phenomenon under study. Researchers also used supporting informants, namely 4 active students at Gunadarma University, Faculty of Communication Studies.

In the basic assumptions, there are 5, finding the results given in accordance with the assumptions of the uses gratification theory.

1.) Using the media for their own specific purposes.

Katz's basic assumption is that the audience is not passive. The uses & gratification theory emphasizes that media choices are personal and can change over time for specific purposes. On this assumption, according to what the informant gave, all informants use media for special purposes such as freelance photography events, recovery learning media and it is personal to choose a mirrorless camera or DSLR camera.

2.) Strive to satisfy needs.

In the second assumption, it is said that the intentional choice in using the media may be based on the satisfaction they seek from the media. This is in accordance with the answers given by the informants stating that they deliberately choose to use mirrorless because of the satisfaction of what they are looking for that can meet the needs of their use.

3.) Media complete the attention and time we have.

The needs that motivate media consumption must be identified in an attempt to understand why people make the choices they make. In the statement of these assumptions, the researchers found that the informants were motivated to have a mirrorless camera based on their needs and understood to make a choice of what they needed at this time, it was the informants who finally decided to choose a mirrorless camera.

4.) Media affects different people differently

A brand that will influence consumers in the form of advertisements or in the form of famous people using it. In this 4th assumption, the informant finds answers from informants who use mirrorless cameras because of influencers who use them, he uses mirrorless and is influenced by different people from influencers and also the market is growing at Gunadarma University as well as his friends who use it a lot. 4.

5.) People can accurately report their media use and motivation.

In this last assumption that informants must be asked questions, a controversial aspect of this measurement strategy is whether people are actually able to distinguish the reasons for their media consumption according to the informants' statements regarding this assumption for the media they currently consume. Researchers found and got answers from informants the reason they use mirrorless is thanks to the convenience of technology, because it is a learning media for college and as a hobby or freelance work. The researcher also found aspects of the informants who were really able to differentiate from DSLR and mirrorless for their needs.

5. Conclusion

In the findings regarding the trend of shifting users of DSLR cameras to mirrorless among students of the Faculty of Communication Sciences, Gunadarma University, Karawaci, it can be concluded, Currently mirrorless cameras are more suitable for students because of their convenience with compact sizes and the same features as DSLR cameras. Students need mirrorless cameras. as a learning medium that is easy to understand and easy to carry anywhere without requiring a lot of space because sometimes they have a lot of things that have turned into mirrorless, students become active in using cameras when they have a hobby of photography, developing it as a job, besides being active because there are photography courses such as lab practicums, certification bodies and assignments from photography courses, users among students become less active in using them when they are mid-semester exams or end-semester exams, but other factors such as lack of interest in photography ography also became inactive using the camera as a student.

In terms of specifications, the use of mirrorless cameras is easier for female students because they are women who want an easy-to-understand camera like this mirrorless. This trend of mirrorless can be positive or negative because not all who understand photography switch to mirrorless, however, because young students tend to like to follow the trend that is currently busy but positive things make it easier for the layman to use the camera. The satisfaction of mirrorless camera users among students with the results of photos and videos makes it widely used, in addition to its usefulness in effectiveness, there is also a certain satisfaction. Mirrorless users are satisfied to get good results from mirrorless cameras because according to users they don't need professional-level skills, the satisfaction they get when using a mirrorless camera when shooting does not use difficult techniques and the results obtained are good.

As a student, you should use it according to your needs and ability to have it, being wise in following trends does not always have to follow it if you really have to stick with DSLR then survive, but if the condition of the need has to switch to mirrorless then use it as well as possible according to your needs.

Make the best choice for yourself, develop skills through learning, learn to also use a DSLR even though this is the era of mirrorless cameras and use photography skills as a provision for a bachelor's degree to have a field of expertise.

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