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## Entrepreneurship Attributes That Help to Develop Photography Graduates as Entrepreneurs

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### ABSTRACT

This study focuses on the involvement of photography graduates in commercial photography entrepreneurship or photography business. In the 10th Malaysian Plan, one of the government strategies has put target to transform Malaysia into high income nation. It is therefore, education through higher learning institutions particular young graduates is the targeted group to fulfill this strategy. This includes UiTM particularly photography graduates who have good potential to involve themselves in various photographic businesses. The objectives of this study are to investigate how many photography graduates who have involve in photographic businesses; and to analyse why the numbers of graduates are not interested in photographic entrepreneurship. The two main methods will be employed in this study: questionnaire and interview in obtaining relevant data and information to selected graduates, lecturers as well as graduates who have succeed in photography entrepreneurship. The significance of this the study will help to improve the current photography curriculum as well as to become guidelines for lecturers and current students to involve in photography entrepreneurship. Directly, it will help to government aspiration to become as a high-income nation.

**Key Words:** photography students, entrepreneurship

## 1. INTRODUCTION

In recent years, there are many opportunities to presenting pictures that contribute to the news media, help communities connect with one other. It will deliver news in a creative format that is not only informative, but also entertaining. In Malaysia, as well as in most other countries, the mass media began with newspapers. McQuail (2010) stated that the early newspaper was marked by the advent of the Commercial basic (opened for sale), multi-purpose (for information, record, advertising, diversion, gossip), the character of the public or Commercial. The first photo in newspaper was published on 24 February 1890 in a Dutch newspaper. It was a photo of Amsterdamse theatre that burnt down four days previously.

Generally, advertising in Malaysia has been around since the days before the independence of the country in which according to Helmi (1996), the early history of the development of the advertising in Malaysia is as same as what had happened in England. This is quite coincided, as Malay (at that time) was a British Colonial State. Meanwhile, according to Preston (1971), he stated that in the 18th century, advertising agents are associated with the publishers of the newspapers and the posters contractors. Moreover, advertising in Malaysia has been established long time ago in which before the independence where the newspapers, the posters and the letters were used for advertising purposes.

Malaysia broadcasting system has launched on 28 December 1963 which known as Radio Television Malaysia (RTM) when the broadcast was black and white (Jaafar Kamin, 1982). Nowadays, printed and electronic media in Malaysia is quite thriving with a wide range of the private television channels such as Astro, TV3, NTV7, TV8 and other interesting channels that are specially served for the community. Besides, the presence of various types of newspapers such as The Star, Daily News, New Straits Time and many more is also to provide information to the community. Internet advertising is defined as an inclusion of the conventional advertising and marketing tool (Zeff and Aronson, 1999). Moreover, the internet allows people to access various types of the websites in order to get the information either inside the country or even abroad.

Phone photography is gaining popularity as the primary tool for online visual communication. With assistance of abundant applications, Photographers can achieve a highly aesthetic way of immediately expose their work to a wide range of audiences and receive real-time feedback from them which the pictures could be spread out in a short period time, thus evoking profound influence on society (Robinson, 2011). The practice of presenting stories with photographs was made possible to promote business promotion in its many forms is essential. However, the involvement photography graduate in entrepreneurship is not encourage which they not interested and prefer working under an employer. Hence, this paper will study and analyze behaviour of photography graduates to end up their working life as commercial photography entrepreneurship.

This research methodology has been developed by referring to the qualitative method through interviews and surveys. Surveys have been conducted among graduates; lecturers as well as graduates who have succeed in photography entrepreneurship. All of the result from interview and survey will be gathered in order to become as a guideline for students, lecturers and respective institutions that have related in this area of study. As what happening now is most of students

are more interested to work as employee rather than employer. They are not confident in building up their own business and choose to play safe which do not bear the risk of doing business. The significance of this study will help to improve the current photography curriculum as well as to become guidelines for lecturers and current students to involve in photography entrepreneurship. Directly, it will help government aspiration to become as high income nation.

## 2. FINDING

A Survey has been conducted among photography practitioner in order to gather information about either entrepreneurship attributes that help to develop photography graduates as entrepreneurs. The study found that the result in survey help lots, by repondent because majority of the respondant is from difference background. Survey been made only use 27 respondent because the respondant is base from variety experience and background.

Table 1: Frequency of Correspondents according to Academic Background

No	Qualification	Quantity
1.	Master	3
2.	Degree	16
3.	Diploma	7
4.	Certificate	1

Based from the result, it is found that majority of the respondents chose business as their carrier. This is because photography is usually related to photographing ceremony and event. This give income to them and it doesn't take need to many capitals to start a business.

Table 2: Frequencies of Student according To Correspondents Academic Background

No	Years of involvement	Quantity
1.	10 years and above	1
2.	6 to 10 years	9
3.	2 to 5 years	11
4.	1 to 2 years	6

Results that receive from correspondent shows that the awareness and interest in business among Photography graduates student started to grow. Started from six years ago, student started to involve in business. The result shows that majority of respondent that involve in business are the student that graduate in 2010 and above.

Table 3: Frequencies of correspondents according to related to working background

No	Related Working Background	Quantity
1.	Owner Of the Company	14
2.	Workers	9
3.	Share Partner	4

Photography graduates own their registered company due to response in survey. Its show that 14 out of 27 respondents run their own business without having share partner or work with others business man. This shows that photography graduates aware about gaining income using their skill in photography and it are important for them to run their own business.

Table 4: Frequency of Correspondents according to duration of involvement in photography entrepreneurship.

No	Duration of Involvement	Quantity
1.	Full Time	13
2.	Part Time	7
3.	Not Involve at all	6

The result shows that majority of photography graduates involvement in entrepreneurial field is full time and only a few a not involve in in photography entrepreneurial. This shows that photography graduates interested in business and they are serious with it.

No	Question	1	2	3	4
1.	Bidang fotografi komersial tidak mudah untuk diceburi	1	4	13	9
2.	Bidang fotografi Komersial tidak mendapat pulangan yang menguntungkan	5	6	4	2
3.	Bidang komersial fotografi memerlukan idea dan kreativiti yang tinggi	0	2	1	24
4.	Bidang fotografi komersial susah untuk di aplikasi	2	13	10	2
5.	Bidang fotografi komersial memerlukan peruntukan kewangan yang lebih tidak seperti bidang yang lain.	2	1	16	8
6.	Kecenderungan dalam bidang fotografi komersial kurang	2	10	10	5
7.	Kurang berkeyakinan untuk membabitkan diri dalam fotografi komersial	3	9	9	6
8.	Fotografi komersial dimonopoli oleh bangsa lain	3	10	8	5
9.	Agensi Periklanan telah mempunyai jurufoto sendiri	4	1	12	10
10.	Permintaan fotografi kurang mendapat permintaan dari industri	3	7	10	7

Table 5: Frequencies of Correspondents answer regarding to question about commercial photography entrepreneurship

Based from the survey on ten questions regarding photography entrepreneurial, 27 respondents result shows a variety answer that were base from their experience in photography entrepreneurial. Question that was asked is more to commercial photography. Commercial photography is important in advertising and commercial field because usually in order for product, campaign and promoting, visual always been use. According to the result it is shows that some of respondents agree and disagree with the statement in question. Question number three shows almost majority which is out of 27 respondent 24 respondent agree that in order to produce commercial image and to involve in it photographer must be creative and have good idea.

However it is difference on question number eight, respondents slightly disagree with the statement that commercial photography is monopoly by foreigner. This shows that base from their experience in involvement in commercial field not all business were monopoly by foreigner, this shows that opportunity of photography entrepreneur is open wide.

## **CONCLUSION**

In conclusion, the photography graduates interest in entrepreneurial is growing. This is because it is seen that majority of graduates involve in business and they have their own company with their signature brand. The awareness among photography graduates should be gain more in order for Malaysia to have potential businessman and potential business company. The development of business in photography will automatically increase Malaysian economy and University that produce graduate student in photography will be given recognition by worldwide.

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