

## Book Review 'Buat Duit dengan Foto' (Malay Version)

Iqbal U\*

History Programme, Faculty of Social Sciences and Humanities, UKM 43650 Bangi Selangor, Malaysia

### Book Review

This book is written specifically for those who have a hobby of photography. Hobby of photography sometimes spend money for buying various camera accessories, memory cards and also for printing photos. This book gives us the idea that this hobby can generate money. This book is not merely an idea that empty, but already many people who tried it and succeeded in producing the money according to their respective capabilities. Many people think the only camera capable of taking pictures. Such presumption is for the owner of the camera that makes taking pictures as a hobby activity alone. This book introduces the reader to indicate the method to turn a hobby of photographing into a profitable business. Various common images such as portraits, landscapes, weddings, birthday parties, events and anything like that actually can be sold in the normal state. Other images also can be sold in the form of greeting cards, postcards, calendars, souvenirs, inventory, insurance claims and more. There is also an image that has news value can be sold to publishers of newspapers and television. In addition to selling photos and photos souvenirs, we can also upload photos to some sites that pay us for each of our images.

This book does not intend at all to teach us taking photos. This book is not a book of tips on taking photos. Instead it aims to market the photos we've ever recorded. This book guides the reader to generate money with the images through online. This means we do not have to sell our photo conventionally. What is needed is only to record images, uploaded to a specific website and receive payment. The business associated with taking photos and then sends to the agency to be marketed. In this business, we need some skills such as taking photos, photo editing skills and keywords writing skills.

In principle, the business customer is the stock photo agency. As photographers, we take photos and upload them to photo stock agencies. They assess our photos and select it. These pictures are sold and we receive royalties based on the photos that were sold. As photographers, we just connected with stock photo agencies only. Each stock photo agencies also have their own customers according to their focus.

The idea of making money with the photos that we are introduced is a business side. For any business side, no special registration is

necessary to do business. However, if we want to make the business full-time, some business rules to be observed. Among them are the company or business registration and other requirements imposed by local authorities. After ready to start this business, we need to register with any agency stock photos. We are advised to register with more than one agency so royalties earned more. If we want to turn a hobby of photography into money, we need a business plan. This is not a difficult thing. Furthermore, this situation helped us to switch from shooting photos for the fun of it into a small business in our spare time.

One of the hardest things for some photographers is to set a price for the sale of photos. Capturing high quality photos sometimes are not that difficult to set the selling price. Many factors must be taken into account in the determination of the offer price of a photo. Among them are market prices, the price placed by other photographers, capital already spent and the rate of profit required. Just like any other business, the sale of the photos also based on supply and demand. If demand exceeds supply, prices rise. Vice versa, the price drops if supply exceeds demand. Promotion can be done in traditional, online, or join a stock photo. Photo sales traditionally mean we need to find potential customers, convince them to use us as their photographers, perform to take photos and submit the job with an agreed fee. Sales of this photo type are suitable for weddings, birthday parties, school, kindergarten or anything like that. For this type of photographers, we need to market ourselves as a photographer. For this purpose, promotional or marketing such as providing brochures, pamphlets, posters and sample photos are the most basic things. We need to do whatever promotion to introduce us as a photographer in our area.

The book also presents some of the organizations or bodies that are directly attributable to the business of stock photos. As we are aware, stock photos involving several parties, that we as photographers, stock photo agencies and agency payments. In addition, some of the organizations that comprise the association, a club set up online or conventional can help us improve the participation of business in the field of photography. They not only help solve the problem, but also a material support in the business. The book lists the associations involved in the stock photo and forums that we can join.

\*Corresponding author: Iqbal U, History Programme, Faculty of Social Sciences and Humanities, UKM 43650 Bangi Selangor, Malaysia, Tel: 60 3-8921 5354; E-mail: [uqbah@siswa.ukm.edu.my](mailto:uqbah@siswa.ukm.edu.my)

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