

ABSTRAK

Komparasi Efektivitas Teknik Retouching Digital Dalam Fotografi Mode Kecantikan Menggunakan Perangkat Lunak Adobe Photoshop 2024

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Penelitian ini berjudul "Komparasi Efektivitas Teknik Retouching Digital dalam Fotografi Mode dan Kecantikan Menggunakan Perangkat Lunak Adobe Photoshop 2024". Penelitian ini dilatarbelakangi oleh transformasi signifikan dalam industri fotografi mode dan kecantikan di era digital, di mana *retouching* digital telah menjadi praktik esensial untuk menyempurnakan keindahan visual dan memenuhi standar estetika industri yang terus berkembang. Proses pasca-produksi ini krusial untuk mengatasi keterbatasan teknis, menyempurnakan detail visual seperti tekstur kulit dan koreksi warna, dan menciptakan representasi ideal dari subjek. Adobe Photoshop 2024 diakui sebagai perangkat lunak standar industri yang menyediakan fitur komprehensif untuk proses *retouching*.

**Kata Kunci : Komparasi Efektivitas Teknik Retouching Digital Dalam
Fotografi**

Mode Kecantikan Menggunakan Perangkat Lunak Adobe Photoshop 2024

ABSTRACT

COMPARISON OF THE EFFECTIVENESS OF DIGITAL RETOUCHING TECHNIQUES IN FASHION AND BEAUTY PHOTOGRAPHY USING ADOBE PHOTOSHOP 2024

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This study, titled “*Comparison of the Effectiveness of Digital Retouching Techniques in Fashion and Beauty Photography Using Adobe Photoshop 2024*,” is motivated by the significant transformation of the fashion and beauty photography industry in the digital era. Digital retouching has become an essential practice for enhancing visual aesthetics and meeting evolving industry standards. This post-production process plays a crucial role in overcoming technical limitations, refining visual details such as skin texture and color correction, and achieving an ideal representation of the subject. Adobe Photoshop 2024, recognized as the industry standard software, offers a comprehensive set of tools and advanced capabilities that support various digital retouching techniques. This study compares the effectiveness of these techniques to provide insights into optimal workflows and quality improvements in fashion and beauty photography.

Keywords: Digital Retouching, Fashion Photography, Beauty Photography, Adobe Photoshop 2024, Post-Production Techniques

